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## Legislative Aspects of Creative Industries Development in the Regions of the Russian Arctic (On the Example of the Murmansk Oblast)

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**Abstract.** The aim of the work is to study the legislative support for the development of creative industries in the Russian Arctic using the example of the Murmansk Oblast. The following tasks have been solved: the legislative framework of the federal level, providing the development of creative industries in Russia as a whole, has been studied; the regional legislative framework has been studied on the example of the Murmansk Oblast; the measures of support for the development of Arctic creative industries at different levels of government have been analyzed. It was revealed that until 2021 the creative sector of the economy was reflected in legal acts of all levels through the concepts of “small and medium-sized businesses”, “self-employed citizens” and “individual entrepreneurs”. The concept of “creative industries” received legislative recognition with the adoption at the federal level of the “Concept for the development of creative industries and mechanisms for the implementation of their state support in large and major urban agglomerations until 2030” in 2021. The Concept and the Action Plan for its implementation, adopted in 2030, laid the regulatory and legal basis for the development of this sector of the economy, but the legislative framework for the development of creative industries in the Russian Federation has not yet been fully formed. The study showed that in the Arctic zone of the Russian Federation the situation with regulatory support for the development of creative industries is similar. Using the example of the Murmansk Oblast, it was revealed that the regional legislative framework for this promising area is currently in the nascent stage, and the first normative-legal acts directly related to the development of the Arctic creative industries began to appear only in 2023. It was concluded that it is necessary to develop a concept for the development of Arctic creative industries in the Russian Arctic in order to ensure uniform approaches, consistency of actions and coordination of measures for the development of this sector of the economy in the Russian Arctic. The need to use the term “creative industries” in various legal acts in order to avoid discrepancies and to ensure the uniformity of legal support for this sector of the economy is substantiated.


**Keywords:** *creative industries, legislation, Arctic, Murmansk Oblast, creative entrepreneurship, creative economy*

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### **Introduction**

The demand for the study of legislative support for the development of the creative sector of the economy in the Russian Arctic is determined primarily by the growing role of creative industries in regional socio-economic development. Creative industries, including cinematography, architecture, fine and theatrical arts, fashion, design, advertising, animation, and folk arts and crafts, are a sector of the economy associated with creative activity and generating profit. This sector provides an opportunity “to create conditions for the diversification of regional economies and tourism development, to strengthen production and export potential, to increase the level of employment, including of particularly vulnerable groups of the population (youth, women, people with disabilities), to find additional reserves for the development of single-industry towns and rural areas” [1, Bykov F.Yu., Anikeeva O.B., Anikina N.N., Ushakova T.L., p. 89].

For the sustainable development of this sector of the economy in the Arctic zone of the Russian Federation (hereinafter referred to as AZRF), a solid regulatory foundation is needed; in this regard, the relevance of the study of legislative support for the development of creative industries in the regions of the Russian Arctic is growing.

The issues of legislative support for the development of creative industries in the Russian Federation are discussed in the works of Belova T.V. [2], Burakov N.A. [3], Glumova A.E. [4], Ermina E.A. [5], Kovalkova E.Yu. [6], Martynov A.V. [7], Senicheva V.N. [8], Chukovskaya E.E. [9] and others. The publications, as a rule, reveal the problems of legislative support for the development of creative industries at the federal level. There are much fewer studies analyzing the development of the legislative framework at the level of the constituent entities of the Russian Federation. However, there are no works devoted to the problems of legislative support for the development of creative industries in the Russian Arctic. This research is aimed at filling this gap.

There is also a large amount of Russian and foreign scientific literature devoted to the development of creative industries. The following authors write on the topic of creative industries in the Russian Arctic: T.V. Ashutova, S.V. Badina, T.V. Belevskikh, A.A. Gorbacheva, Z.Yu. Zhelnina, N.Yu. Zamyatina, D.S. Ivanchenko, R.A. Musaev, A.A. Pankratov, A.N. Petrov, A.N. Pilyasov, N.V. Tereshchenko, S.V. Kharitonova. Among foreign researchers, the following authors can be distinguished: Anna Berlina, Bjørn Ortmann, J. Dawson, H. Ilola, Leneisja Jungsberg, D. Liggett, Lise Smed Olsen, Nelli Mikkola, O. Rantala, S. Tuulentie, E. J. Stewart and V. Hallikainen. Most authors consider that the main task of creative industries in the Arctic is to ensure the dynamic development of small businesses, and see potential in the development of tourism and social innovations, as well as in the preservation and reproduction of the national culture of indigenous peoples [10, Krasilnikov A.S.].

The development of creative industries is closely related to the concepts of “socio-economic” and “sustainable development”<sup>1</sup>, including economic, social and environmental components. The theoretical basis of this study is the concept of sustainable development, which elaborates the concept of socio-economic development and puts cultural resources and creativity in the foreground [11, Didyk V.V., Ryabova L.A.]. The concept of sustainable development implies meeting the needs of present generations without causing harm to future ones [12, Ryabova L.A., Bashmakova E.P., Gushchina I.A.]. Unlike the resource-extracting economy, the creative economy brings non-destructive development based on the commercialization of creative ideas.

Creative industries create jobs, including for particularly vulnerable groups of the population (youth, women, people with disabilities), develop the social sphere, modernize education and generally improve the well-being of society as one of the factors of sustainable and inclusive (accompanied by the creation of favorable conditions for improving the quality of life of all groups of the population) development. In the North and the Arctic, where most local economies have a limited resource base and are highly dependent on the policies of mining companies, the development of creative industries is especially important, allowing for diversification of the economy at the local level, preserving the ethno-cultural heritage of the indigenous peoples of the North, creating jobs for young people, preventing the outflow of the young population [13, Ryabova L.A.].

The successful functioning of creative industries is impossible without a targeted state policy regarding the development of this sector of the economy. In the Arctic regions, this is especially important due to the harsh natural and climatic conditions and small population size — both of these factors limit the development of the creative sector. The foundations of state policy are laws and other regulatory legal acts that provide the legal basis for such activities, defining the goals, objectives, priorities, principles, directions and mechanisms of state support for a particular activity. The purpose of this article is to study the legislative support for the development of creative industries in the Russian Arctic using the example of the Murmansk Oblast, the territory of which is fully included in the Arctic zone of the Russian Federation. The objectives are to study the legislative framework at the federal level ensuring the development of creative industries in the Russian Federation; to study the legislative framework existing at the regional and municipal levels in the AZRF using the example of the Murmansk Oblast; to analyze measures of state support for the development of Arctic creative industries at different levels.

The article was prepared using the methods of content analysis of scientific literature and legislative framework for the development of creative industries, generalization and classification of information.

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<sup>1</sup> Itogovy dokument genassamblei OON «Preobrazovanie nashogo mira: povestka dnya v oblasti ustoychivogo razvitiya na period do 2030 goda» ot 25 sentyabrya 2015 g. [The final document of the UN General Assembly “Transforming our world: the 2030 Agenda for Sustainable Development” of September 25, 2015.] URL: <https://sustainabledevelopment.un.org/post2015/transformingourworld> (accessed 30 August 2023).

### ***Legislative framework for the development of creative industries in the Russian Federation***

The main regulatory legal act in the field of creative industries development in the Russian Federation is the Concept for the development of creative industries and mechanisms of state support in large and major urban agglomerations until 2030<sup>2</sup>, approved by the Government of the Russian Federation on September 20, 2021. The document defines the goal, basic concepts and a set of mechanisms for state support of creative entrepreneurship and creation of necessary conditions for the formation and sustainable development of creative industries, taking into account the “smart” specialization of territories.

The Concept defines such basic terms as “creative industries”, “creative economy” and “creative cluster”; summarizes the main trends in the development of creative industries in the world and identifies barriers to the development of this sector in Russia.

The Concept defines creative industries as follows: “Creative industries are spheres of activity in which companies, organizations, associations and individual entrepreneurs, in the process of creative and cultural activity, and the management of intellectual property, produce goods and services that have economic value, including those that ensure the formation of a harmoniously developed personality and increase the quality of life of Russian society.”<sup>2</sup>

The goal of the Concept is to create systemic conditions for the development of the Russian creative economy, as well as to become the basis for the adoption of federal and regional legislation in this area of legal relations in the future.

The objectives of the Concept are to enshrine in legislation the concepts necessary for the development of creative industries and creative entrepreneurship; to develop a system of knowledge and competences of a creative and entrepreneurial nature; to create a territorial, financial and export infrastructure.

One of the most important tasks, according to the Concept, is to determine approaches to improving the legal regulation of creative industries and creative entrepreneurship.

The Concept contains several main directions: declaring such concepts as “creative industries”, “creative economy” and “creative cluster”; possibility of conducting creative activities remotely and creating the necessary conditions for this; ensuring broad consumer access to creative products and services in the digital environment; increasing the share of creative industries in all sectors of the economy as a priority for government bodies at all levels; improving and adjusting legislation in the framework of the development of creative industries in the Russian Federation.

The action plan<sup>3</sup> to implement the Concept was approved on August 17, 2022.

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<sup>2</sup> Rasporyazhenie Pravitel'stva RF ot 20 sentyabrya 2021 g. № 2613-r. 2021 [Order of the Government of the Russian Federation of September 20, 2021 No. 2613-r. 2021]. URL: <http://static.government.ru/media/files/HEXNAom6EJunVlxBcJlAtAya8FAVDUfP.pdf> (accessed 30 August 2023).

<sup>3</sup> Rasporyazhenie Pravitel'stva RF ot 17 avgusta 2022 g. № 2290-r. 2022 [Order of the Government of the Russian Federation of August 17, 2022 No. 2290-r. 2022]. URL: <http://static.government.ru/media/files/w4Xp3IAGZi9GI2CDWHFR3iJOAK5xb93A.pdf> (accessed 30 August 2023).

The plan approved by the Government of the Russian Federation is designed for 2022–2024. Its activities are aimed at creating conditions for the development of creative entrepreneurship and the promotion of domestic creative brands. The plan provides for the formation of a separate group in the All-Russian Classifier of Types of Economic Activity (OKVED) for creative industries. This will allow the government to regularly monitor the effectiveness of support measures and promptly respond to market demands. It is proposed to attract venture and debt financing<sup>4</sup> and to introduce public-private partnership models as additional mechanisms for supporting the creative economy sector<sup>5</sup>.

The plan also provides for the development of such initiatives as Russian Creative Week, the All-Russian Creative Industries Award, a competition for the best creative tourism routes, the publication of collections of the best projects, the opening of art residences, inclusive creative laboratories, creative industries schools in the regions and the Tavrida University of Creative Industries. It is planned to create a specialized catalog of publications on the basis of the National Electronic Library, which will include periodicals, video and audio podcasts on the development of creative industries.

Several activities of the Plan are aimed at developing the educational system in the creative industries. In particular, it is planned to update state educational standards for creative subjects in schools and colleges and to introduce modules on the whole range of creative industries in the country's leading universities.

A separate section of the Plan is devoted to the development of digital services. As part of this work, it is planned to launch the digital platform "Cultural Map 360", which will unite producers and consumers of creative goods and services, investors and government bodies on one platform. In addition, an information system will be created — an aggregator, through which it will be possible to get information about cultural events and buy tickets for them.

Work on digitizing archival and museum collections will continue in order to make them accessible to people in all regions of the country. For this purpose, a special digital service will also be launched, which will collect digital copies of art objects.

Much attention will be paid to the protection of intellectual property. As part of this work, it is planned to create an effective mechanism for the protection of intellectual property rights, to clarify the requirements for their circulation in digital form, and to establish the legal basis for the use of works by unknown authors. A pilot project will also be launched to identify literary and musical works played in theatres, concert halls and cinema halls. This is aimed at protecting the rights of authors of such works.

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<sup>4</sup> Debt financing is attraction of funds in exchange for the obligation to repay them with interest. Venture financing is a type of debt financing, long-term high-risk investments in new high-tech projects.

<sup>5</sup> A set of forms of medium- and long-term interaction between the state and business to solve socially important tasks on mutually beneficial terms

It is assumed that systemic state support for creative industries will increase their share in the Russian economy from the current 2.2% to 6% by 2030, and also increase the share of citizens employed in creative professions from 4.6% to 15%.

There is a number of strategic documents that are not directly related to the development of the creative sector, but provide for the development and implementation of creative industry technologies, including in the field of culture, folk crafts, ensuring an increase in business activity and employment of the population, the creation of comfortable living conditions and the promotion of creative industry services in foreign markets. These include, in particular, the Resolution of the Government of the Russian Federation of April 15, 2014 No. 317 "On approval of the state program of the Russian Federation 'Development of Culture'"<sup>6</sup>; the orders of the Government of the Russian Federation of February 29, 2016 No. 326-r "On approval of the Strategy for state cultural policy for the period until 2030"<sup>7</sup> and "On approval of the Strategy for the development of services exports for the period until 2025" of August 14, 2019 No. 1797-r<sup>8</sup>.

In general, the development of creative industries will contribute to the implementation of the Decree of the President of the Russian Federation of July 21, 2020 No. 474 "On national development goals of the Russian Federation for the period until 2030"<sup>9</sup> [Ошибка! Источник ссылки не найден.].

Thus, the "Strategy for spatial development of the Russian Federation for the period until 2025"<sup>10</sup> of February 13, 2019, No. 207-r, provides for the acceleration of economic, scientific, technological and innovative development of promising major centers of economic growth in the Russian Federation, including through priority support for high-tech and knowledge-intensive industries producing goods, services, and creative industries. The implementation plan for this Strategy provides for the preparation of a concept for the development of creative industries and mechanisms for implementing their state support in large and major urban agglomerations [1].

On the basis of the above, it can be concluded that since 2021, the attention of the Government of the Russian Federation to the development of creative industries has significantly increased. The legislative framework for the development of creative industries in the Russian Federation began to be actively created since 2021 and is currently in the process of formation.

<sup>6</sup> Postanovlenie Pravitel'stva RF ot 15.04.2014 g. № 317. 2014 [Resolution of the Government of the Russian Federation of April 15, 2014 No. 317. 2014]. URL: <http://government.ru/docs/all/91469> (accessed 30 August 2023).

<sup>7</sup> Rasporyazhenie Pravitel'stva RF ot 29 fevralya 2016 g. N 326-r. 2016 [Order of the Government of the Russian Federation of February 29, 2016 No. 326-r. 2016]. URL: <http://government.ru/docs/22083> (accessed 30 August 2023).

<sup>8</sup> Rasporyazhenie Pravitel'stva RF ot 14 avgusta 2019 g. № 1797-r. 2019 [Order of the Government of the Russian Federation of August 14, 2019 No. 1797-r. 2019]. URL: <http://government.ru/docs/37669> (accessed 30 August 2023).

<sup>9</sup> Ukaz Prezidenta RF ot 21.07.2020 g. № 474. 2020 [Decree of the President of the Russian Federation of July 21, 2020 No. 474. 2020]. URL: <http://www.kremlin.ru/acts/bank/45726> (accessed 30 August 2023).

<sup>10</sup> Rasporyazhenie Pravitel'stva RF ot 13 fevralya 2019 g. № 207-r. 2019 [Order of the Government of the Russian Federation of February 13, 2019 No. 207-r. 2019]. URL: <http://static.government.ru/media/files/UVAIqUtT08o60RktoOXI22JjAe7irNxc.pdf> (accessed 30 August 2023).

### ***Legislative base for the development of creative industries in the Arctic regions of the Russian Federation: regional and municipal levels on the example of Murmansk Oblast***

We have studied the legislative base in the sphere of development of creative industries in the Arctic regions of the Russian Federation on the example of the Murmansk Oblast — an old industrial region<sup>11</sup> of the Russian Arctic, the territory of which is fully included in the AZRF. The documents of regional and municipal levels were studied and analysed on the example of the cities of Murmansk and Kirovsk. The results of the analysis are summarized in the form of the author's tables, the names of the documents in which are arranged in chronological order according to the date of their adoption.

Currently, the creative sector of the Murmansk Oblast economy is developing quite successfully in the following main areas:

- arctic design (brands: Tundra, Sever, Khibiny; creative center ArtArktik.loft, project Laboratory of Arctic Design);
- location cinema (movies and TV series: Leviathan, Polar, Kola Superdeep, Dyatlov Pass);
- arctic tourism (ski resorts Bolshoy Vuduyavr and Ku-kisvumchorr, Teriberka festival);
- industrial tourism (visits to industrial facilities: JSC North-West Phosphorous Company, Apatit MPP, Kola branch of PJSC TGC-1, JSC 10th Ship Repair Plant, JSC Severomorskiy Dairy Plant, JSC Kovdorskiy MPP, JSC Olkon, Kola NPP);
- folk arts and crafts and arctic cuisine.

These areas are largely based on the natural, cultural, historical and industrial heritage of the region.

As a case study relating to the development of a whole range of areas in the sphere of creative industries in the Murmansk Oblast, we can cite the example of the Siyanie Centre for Contemporary Art (hereinafter referred to as CCA), founded in 2020 in Apatity by Andrey Malakhov, a well-known TV presenter, philanthropist and collector. CCA Siyanie develops a program of art residences for artists, educational and research areas. The center's projects include the art object Smiling Apatite by S. Bratkov, the exhibition Project Oasis by A. Kizilova, a skating rink decorated with works by artist V. Perkin, and the recreation of historical gas-discharge signs on city streets<sup>12</sup>.

The defining document in the sphere of development of creative industries of the Murmansk Oblast is the "Strategy for socio-economic development until 2020 and for the period until 2025" (Table 1). However, this Strategy only indirectly refers to the creative industries, without revealing their essence and without distinguishing them from such a general concept as "small and medium business". The document defines the main tourist and recreational clusters in the city of Murmansk and the Kirov-Apatity region, the intensive development of which will contribute to the creation in the medium term of a cluster of northern design and traditional crafts, the activities of

<sup>11</sup> An old industrial region is a territory where sectoral core of the economy is represented by industries at the industrial or post-industrial stage of development [Ошибка! Источник ссылки не найден.].

<sup>12</sup> Siyanie Centre for Contemporary Art. URL: <https://radiancecca.com> (accessed 22 November 2023).

which will be focused both on domestic consumption and on foreign markets. The Strategy also mentions the development of the educational sphere of the Murmansk Oblast, which has a positive impact on the investment attractiveness of the region, creates a basis for its technological breakthrough, stability of social and socio-cultural policy, ensures the transition from raw materials sources of income to reproducible (intellectual) resources.

The first regulatory legal act of the Murmansk Oblast directly dedicated to creative industries is the Resolution of the Government of the Murmansk Oblast “On the provision of grants in the form of subsidies from the regional budget to support contemporary art projects and creative industries” dated January 26, 2023 (Table 1). This document clearly defines the concept of creative industries and determines what types of activities relate to them. Creative industries are “spheres of activity in which companies, organizations, associations and individual entrepreneurs in the process of creative and cultural activity, disposal of intellectual property produce goods and services that have economic value, including those ensuring the formation of a harmoniously developed personality and an increase in the quality of life of Russian society”. The types of activities include the following: folk art and crafts and trades, museum activities; theater, music, cinema, animation, painting, gallery activities; film, video, audio, animation production, data processing and software development, virtual and augmented reality, computer and video games, blogging, printing industry, mass media, advertising; architecture, industrial design, fashion industry, gastronomic industry. This can be considered an important precedent for addressing directly the creative industries in a regulatory act at the regional level.

*Table 1*

*Regulatory acts aimed at supporting and regulating the creative sector of the economy in the Russian Arctic at the regional level (on the example of the Murmansk Oblast)*

Regulatory act	Content
Resolution of the Government of the Murmansk Oblast of 25.12.2013 No. 768-PP/20 “On the strategy of socio-economic development of the Murmansk Oblast until 2020 and for the period until 2025” (as amended on 10 July 2017 No. 351-PP) <sup>13</sup>	It provides for the realization of the creative potential of the population of the Murmansk Oblast, involvement of young people in creative and entrepreneurial activity. Creative industries are addressed through the concept of “small and medium-sized business”.
Resolution of the Government of the Murmansk Oblast of 21.02.2017 No. 82-PP “On the forecast of socio-economic development of the Murmansk Oblast for the period until 2035” (as amended on 20 March 2019 No. 123-PP) <sup>14</sup>	It takes into account the achieved results of socio-economic development of the Murmansk Oblast, plans (investment programs) of major economic entities and the main parameters of state programs of the Murmansk Oblast. Creative industries are addressed through the concept of “small and medium-sized business”.
Resolution of the Government of the Murmansk Oblast of 03.04.2020 No. 169-PP “On	It assumes financial support for organizations related to film production in the Murmansk

<sup>13</sup> Postanovlenie Pravitel'stva Murmanskoy oblasti ot 25.12.2013 № 768-PP/20. 2013 [Resolution of the Government of the Murmansk Oblast dated December 25, 2013 No. 768-PP/20. 2013]. URL: <https://docs.cntd.ru/document/465602093> (accessed 30 August 2023).

<sup>14</sup> Postanovlenie Pravitel'stva Murmanskoy oblasti ot 21.02.2017 № 82-PP. 2017 [Resolution of the Government of the Murmansk Oblast dated February 21, 2017 No. 82-PP. 2017]. URL: <https://docs.cntd.ru/document/446233281> (accessed 30 August 2023).



state support for organizations engaged in the production, distribution and screening of films in the Murmansk Oblast” (with amendments of 25 January 2023) <sup>15</sup>	Oblast. Creative industries are represented indirectly through the film industry.
Order of the Governor of the Murmansk Oblast of 09.03.2022 No. 56-RG “On the establishment of the regional headquarters to ensure the sustainability of the economy of the Murmansk Oblast” <sup>16</sup>	It provides for the sustainable development of the Murmansk Oblast economy under sanctions. A plan of priority actions to ensure sustainable socio-economic development of the Murmansk Oblast has been approved. Creative industries are addressed through the concepts of “business communities”, “small and medium-sized businesses”.
Resolution of the Government of the Murmansk Oblast of 13.04.2022 No. 295-PP “On measures to support small and medium-sized businesses, socially oriented non-profit organizations, individuals applying the special tax regime “Professional Income Tax” for the use of state property of the Murmansk Oblast” <sup>17</sup>	It provides for the provision of support measures during the period of reduced business and consumer activity against the background of hostile actions of foreign countries, namely favorable rent for 2022 according to the indices and tariffs of 2021 for the listed categories of persons. Creative industries are addressed through the concept of “small and medium business”.
Resolution of the Government of the Murmansk Oblast of 26.01.2023 No. 47-PP “On the provision of grants in the form of subsidies from the regional budget to support contemporary art projects and creative industries” <sup>18</sup>	It assumes support for small and medium-sized businesses, as well as the development, promotion and popularization of contemporary art and creative industries in the Murmansk Oblast. Creative industries are directly represented.

The creative sector of the economy includes such activities as, for example, the film industry and film production. The development of the film industry in the Murmansk Oblast is becoming one of the drivers of the region’s economic development, which is why in 2020 the Government of the Murmansk Oblast adopted a resolution “On state support for organizations engaged in the production, distribution and screening of films in the Murmansk Oblast”. It provides for the granting of rebates (return of part of the funds) on a competitive basis to cover part of the costs incurred by film companies when making films. The rebate mechanism will not only activate cultural processes in municipalities, but will also attract investment to the region, increase the income of local companies, tax revenues, and contribute to the creation of new jobs [14, Krasilnikov A.S., p. 50].

After the introduction of sanctions against the Russian Federation, the Government of the Murmansk Oblast created a regional headquarters to ensure the sustainability of the Murmansk Oblast economy on March 9, 2022. On March 29, 2022, the regional headquarters approved a plan

<sup>15</sup> Postanovlenie Pravitel'stva Murmanskoy oblasti ot 03.04.2020 № 169-PP. 2020 [Resolution of the Government of the Murmansk Oblast dated April 03, 2020 No. 169-PP. 2020]. URL: <https://docs.cntd.ru/document/570742177> (accessed 30 August 2023).

<sup>16</sup> Rasporyazhenie gubernatora Murmanskoy oblasti ot 09.03.2022 № 56-RG. 2022 [Order of the Governor of the Murmansk Oblast dated March 09, 2022 No. 56-RG. 2022]. URL: <https://opershtab.gov-murman.ru/documents/regional> (accessed 30 August 2023).

<sup>17</sup> Postanovlenie Pravitel'stva Murmanskoy oblasti ot 13.04.2022 № 295-PP. 2022 [Resolution of the Government of the Murmansk Oblast dated April 13, 2022 No. 295-PP. 2022]. URL: <https://opershtab.gov-murman.ru/documents/regional/> (accessed 30 August 2023).

<sup>18</sup> Postanovlenie Pravitel'stva Murmanskoy oblasti ot 26.01.2023 № 47-PP. 2023 [Resolution of the Government of the Murmansk Oblast dated January 26, 2023 No. 47-PP. 2023]. URL: <https://docs.cntd.ru/document/406486411> (accessed 30 August 2023).

of priority actions to ensure sustainable socio-economic development of the region. In particular, the plan included an increase of the governor's startup funds for entrepreneurs from small towns and closed administrative-territorial entities to two million rubles, and a law was adopted to extend reduced rates for entrepreneurs up to and including 2025, which allows talking about supporting the development of creative industries in the region.

The priority action plan to ensure sustainable socio-economic development of the Murmansk Oblast is updated as necessary and currently includes such measures to support entrepreneurship as extending the reduced tax rates of the simplified taxation system for the period 2023–2025; reducing interest rates on preferential microloans for small and medium-sized businesses by the regional microfinance organization, which increases the availability of borrowed funds for business, including in the creative industries; launching new credit and grant products.

Measures have also been taken to create favorable conditions for entrepreneurs and investors. Property, land and profit taxes have been zeroed for 5 years, and 75% of the volume of insurance premiums for newly created jobs will be subsidized for 10 years. The process of obtaining the status of a resident of the Arctic Zone of the Russian Federation has been simplified as much as possible; an application can be submitted on the Arctic Russia portal<sup>19</sup>. Residents of the Arctic Zone of the Russian Federation receive many tax and administrative preferences, for example, the possibility of using the free customs zone (FCZ) procedure on developed and equipped sites, the possibility of obtaining state or municipal land plots without bidding, the possibility of conducting inspections in a shortened time frame only with the approval of the Ministry for the Development of the Russian Far East, etc.

“Today, 108 billion rubles have already been invested, 3941 jobs have been created. The Murmansk Oblast is the absolute leader in the number of residents of the Arctic Zone. We have a special preferential regime. Thus, for small and medium-sized businesses, we have reduced taxes by 6 times. This measure will give impetus to business development,” emphasized the head of the region A. Chibis at the St. Petersburg International Economic Forum 2022. “The region is also a leader in applications among the participants of the “Arctic Hectare” program, every 10th of which is issued for the development of their own business, most often for projects in the tourism sector.”<sup>20</sup> These measures create conditions for further sustainable and dynamic development of the Arctic creative industries and increase the region's investment attractiveness for these types of activities.

The Murmansk Oblast has a number of cities active in the creative economy, including Murmansk (the administrative centre of the region) and Kirovsk (a single-industry city with the

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<sup>19</sup> Na ozere Malyy Vud'yavr Murmanskoy oblasti budut učit' operatorov podvodnogo robota i sozdatut «Polyarnyy Gollivud» [Underwater robot operators will be trained and a “Polar Hollywood” will be created on Lake Maly Vudyavr in the Murmansk Oblast]. 2022. URL: <https://erdc.ru/news/podvodnykh-svarshchikov-i-operatorov-podvodnogo-robota-budut-uchit-na-ozere-malyy-vudyavr-murmanskoy/> (accessed 30 August 2023).

<sup>20</sup> PMEФ — 2022: Andrey Chibis na polyakh foruma predstavil investpotentsial Murmanskoy oblasti [SPIEF 2022: Andrey Chibis presented the investment potential of the Murmansk Oblast on the sidelines of the forum]. 2022. URL: <https://gov-murman.ru/info/news/455404/> (accessed 30 August 2023).

city-forming enterprise Kirov branch of JSC Apatit). In recent years, local governments in these cities have adopted regulatory documents aimed at developing small and medium-sized businesses, as well as improving the business and investment climate (Table 2). Such documents are the municipal program “Development of the economic potential of the municipal formation, the municipal district of the city of Kirovsk with the subordinate territory of the Murmansk Oblast” dated 27.01.2021 and the resolution of the Murmansk city administration dated 15.11.2022 “On the forecast of the socio-economic development of the municipal formation of the city of Murmansk for the medium term of 2023–2027 and the long-term period until 2035”.

Table 2

*Regulatory legal acts aimed at supporting and regulating the creative sector of the economy at the municipal level (on the example of the municipalities “city of Murmansk” and “municipal district of the city of Kirovsk with the subordinate territory of the Murmansk Oblast”)*

Regulatory act	Content
Municipal program “Development of the economic potential of the municipal formation of the municipal district of the city of Kirovsk with the subordinate territory of the Murmansk Oblast” (Resolution of the administration of the city of Kirovsk dated 27.01.2021 No. 112 with amendments dated 16.11.2022 No. 1609) <sup>21</sup>	It assumes provision of favorable conditions for the development of economic potential on the territory of the municipal formation of the city of Kirovsk with the subordinate territory, in particular, creation of conditions for further sustainable and dynamic development of small and medium-sized businesses, improvement of business and investment climate. Creative industries are addressed through the concepts of “small and medium-sized entrepreneurship” and “self-employment of the population”.
Resolution of the Murmansk City Administration of 15.11.2022 № 3537 “On the forecast of the socio-economic development of the municipal formation of the city of Murmansk for the medium term of 2023–2027 and the long-term period until 2035” <sup>22</sup>	Forecast in order to implement the budgeting process in the municipal formation of the city of Murmansk. Creative industries are addressed through the concepts of “small and medium business”, “individual entrepreneurship”.

In the Resolution of the Murmansk City Administration of 15.11.2022 № 3537 “On the forecast of the socio-economic development of the municipal formation of the city of Murmansk for the medium term of 2023–2027 and the long-term period until 2035” within the framework of creative industries, the section “Small and medium entrepreneurship” (SME) is most interesting. According to the forecast, the main unfavorable factor affecting the level of SME development in Murmansk is the outflow of young people with high entrepreneurial potential, but the regional government is taking measures aimed at resolving this problem: improving the level of education, opening modern in-demand training programs, creating jobs for young people with decent wages. At the same time, the document notes the additional impetus that sanctions against the Russian Federation gave to the development of domestic tourism.

<sup>21</sup> Postanovlenie administratsii g. Kirovsk ot 27.01.2021 № 112. 2022 [Resolution of the Kirovsk City Administration dated January 27, 2021 No. 112. 2022]. URL: [https://kirovsk.ru/npa/npa\\_adm/2021/post\\_112\\_2021/](https://kirovsk.ru/npa/npa_adm/2021/post_112_2021/) (accessed 30 August 2023).

<sup>22</sup> Postanovlenie administratsii g. Murmansk ot 15.11.2022 № 3537. 2022 [Resolution of the Murmansk City Administration dated November 15, 2022 No. 3537. 2022]. URL: [https://www.citymurmansk.ru/img/all/2178\\_3537.pdf](https://www.citymurmansk.ru/img/all/2178_3537.pdf) (accessed 30 August 2023).

When implementing such support measures as “Development and support of small and medium-sized businesses in the city of Murmansk” and “Development of a competitive economy” for 2018–2024, the authors of the document predict moderate positive dynamics in the number of small businesses and an increase in the number of self-employed citizens. According to the forecast, the increase in the number of people employed in the SME sector (taking into account self-employed citizens and the number of employees in small and medium businesses) will be 1-1.5% annually.

The authors of the municipal program “Development of the economic potential of the municipal formation of the municipal district of the city of Kirovsk with the subordinate territory of the Murmansk Oblast” note the growth trend of small and medium-sized businesses (SMEs) in Kirovsk since 2022, as well as an increase in the level of self-employment of the population, which is dictated by the following support measures: deferral of rent for state and municipal property, preferential lending, gratuitous grants for SMEs.

As for other regions, which are fully included in the AZRF, the analysis of documents shows that attention to legislative support for the development of creative industries has also started to be paid there. Thus, on March 17, 2023, the Council of Legislators of the Tyumen Oblast, Khanty-Mansi Autonomous Okrug — Yugra and Yamalo-Nenets Autonomous Okrug signed Protocol of Agreement No. 225 “On support measures aimed at developing creative industries”<sup>23</sup>. Legislators of the Nenets Autonomous Okrug and the Chukotka Autonomous Okrug have not directly addressed the creative industries to date.

It can be concluded that at the present stage, a general legal framework has been created aimed at supporting and regulating creative industries in the Murmansk Oblast. However, the analysis shows that creative industries, as a special sector of the economy based on the sale of goods and services resulting from creative activity, are the focus of attention only in the Resolution of the Government of the Murmansk Oblast “On the provision of grants in the form of subsidies from the regional budget to support contemporary art projects and creative industries” dated January 26, 2023 No. 47-PP. In other documents and regulatory legal acts of the Murmansk Oblast, creative industries are addressed through such concepts as “creative environment”, “creative products”, “creative potential”, “entrepreneurial activity”, “creative self-realization of citizens”, “creative events”, “self-employment”, etc.

Further improvement of the legal field is an important prerequisite for the development of creative industries both in the Murmansk Oblast and in other regions of the Arctic Zone of the Russian Federation. It is proposed to develop a concept for the development of Arctic creative industries in the AZRF. Such a document will ensure synergy between various types of activity in this sector and improve the interaction of the Arctic regions of the Russian Federation in this area.

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<sup>23</sup> Protocol of consent No. 225. 2023. URL: [https://www.duma72.ru/doc/otdel\\_po\\_rab\\_s\\_terr/2023/225.pdf](https://www.duma72.ru/doc/otdel_po_rab_s_terr/2023/225.pdf) (accessed 30 August 2023).

### **Conclusion**

In the course of writing this article, the legislative framework of the federal level, providing the development of creative industries in Russia was examined; on the example of the Murmansk Oblast, the legislative framework existing in the AZRF at the regional and municipal levels was studied; the measures of state support for the development of Arctic creative industries at different levels of government were analyzed.

The analysis showed that:

1. The legislative framework for the development of creative industries in the Russian Federation began to be created quite recently, since 2021, and is still in the process of formation. The main document at the federal level is the “Concept for the development of creative industries and mechanisms of state support in large and major urban agglomerations until 2030”, adopted in 2021 and defining the priority tasks for the development of the creative sector: consolidation in the legislation of the concepts necessary for the development of creative industries and creative entrepreneurship; development of a system of knowledge and competencies of a creative and entrepreneurial nature; creation of territorial, financial and export infrastructure.
2. The regional legislative framework of the Murmansk Oblast for the development of Arctic creative industries has not yet been fully formed. For a long time, issues of creative industries development were indirectly addressed in documents, starting in 2013. The first regulatory legal acts directly related to the development of Arctic creative industries began to appear recently, in the Murmansk Oblast — only in 2023. The situation is similar at the municipal level, which was revealed in the example of the municipalities of the city of Murmansk and the municipal district of the city of Kirovsk with its subordinate territory. Despite the fact that creative industries are developing quite actively in these municipalities, the municipal authorities have not yet directly addressed the issues of their development.
3. The creative sector of the economy in regional regulatory legal acts of the Murmansk Oblast is currently reflected through the concepts of small and medium-sized businesses, self-employed citizens and individual entrepreneurs. It seems that in order to create a unified regulatory framework for the development of the creative sector in the regions of the Arctic Zone of the Russian Federation, one of the primary tasks today is to consolidate the concept of “creative industries” in legislative documents at the regional and municipal levels. It is necessary to differentiate the concept of creative industries from more general concepts, such as, for example, small and medium businesses. This will ensure the comprehensive development of the creative sector and systemic support from the state.
4. The legislative framework for the development of creative industries has been significantly expanded, starting in 2021. It can be concluded that this is due to the support of

the creative sector of the economy against the backdrop of the COVID-19 pandemic and sanctions pressure. Positive trends in the field of state support for the development of creative industries that have emerged in recent years have been identified: the formation of state legislation at the federal level, aimed at the development and support of the creative economy; targeted assistance of the Murmansk Oblast authorities at the administrative, institutional and financial levels to the development of creative industries in the region.

5. The regulatory framework for the development of the creative sector in Russia, in the Arctic Zone of the Russian Federation and in the Murmansk Oblast is in the process of formation. As part of its improvement, it is proposed to develop a concept for the development of Arctic creative industries in the Arctic Zone of the Russian Federation in order to ensure unified approaches, consistency of actions and coordination of measures to develop this sector of the economy in the Russian Arctic.

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