

the **FUTURE**
ARMENIAN

2021

ANNUAL
REPORT



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EARLY STAGE DISCUSSIONS

EARLY STAGE DISCUSSIONS

ARMENIA 2041 started the year with internal discussions and brainstorming sessions to determine the kind of organization it can become. On a regular basis, the group met to clarify the vision, mission as well as the values needed for ARMENIA 2041.

In early March, the decision was taken to determine the characteristics of “destination 2041” which would shape the future of Armenia and the Armenian nation over the next 20 years.

10 broad goals were developed to describe the desired future state. The most important challenge was to create recognition and mass support around those goals to enable their transformation into the “SDG’s of the Armenian world”. Those goals were intended to change the paradigm and shift the mindsets of all Armenians to focus on the future together, rather than hold on to a painful past. This future can only be achieved through collective efforts and a common understanding of the destination. This future vision has the ability to become a unifying force that drives Armenians forward. It would be very different from utilizing painful past events as a common denominator to coalesce around.

Upon completion of the 10 goals, ARMENIA 2041 shared them with around 1 000 experts to receive their suggestions and feedback. More than 300 responded back with concrete ideas to help improve the 10 goals.

Taking this feedback into consideration, the goals were refined and transformed into 15 to globally represent all the various aspects of the future. The initiative was named The FUTURE ARMENIAN and launched on April 29 through a website and a call for action to Armenians to become signatories.



THE FUTURE ARMENIAN

2.1 SIGNATORIES



Since May 2021, within eight months, The FUTURE ARMENIAN Initiative has been able to assemble more than 109 050 signatories from around the world. The signatories represent a segment of the global Armenian population (in Armenia and beyond) and constitute as a source of legitimization for the project.

109 050 SIGNATORIES

108 COUNTRIES

• USA 3%

• FRANCE 1%

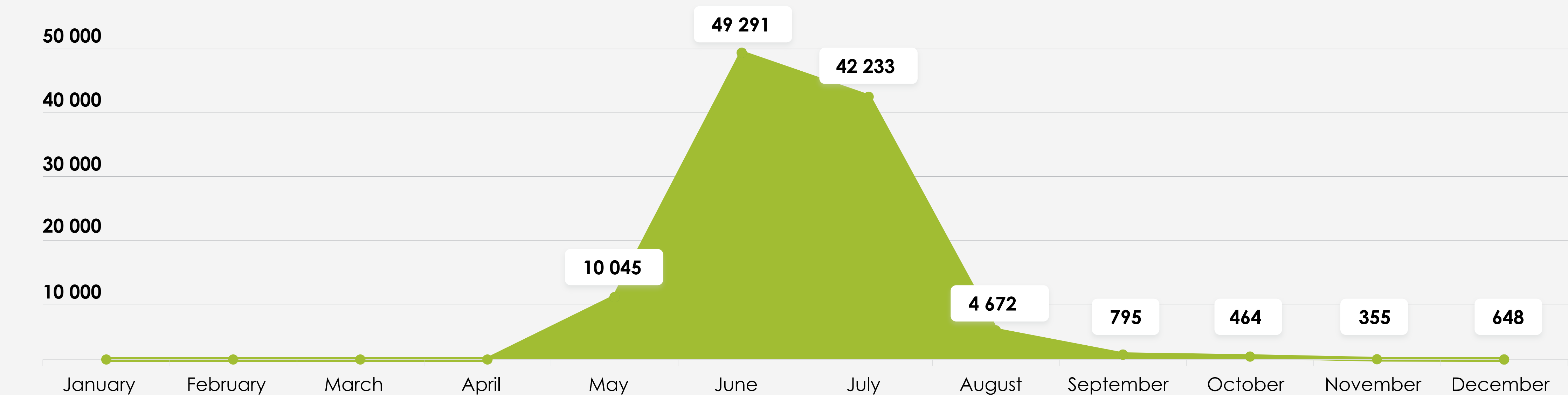
• ARMENIA 74%

• RUSSIA 19%

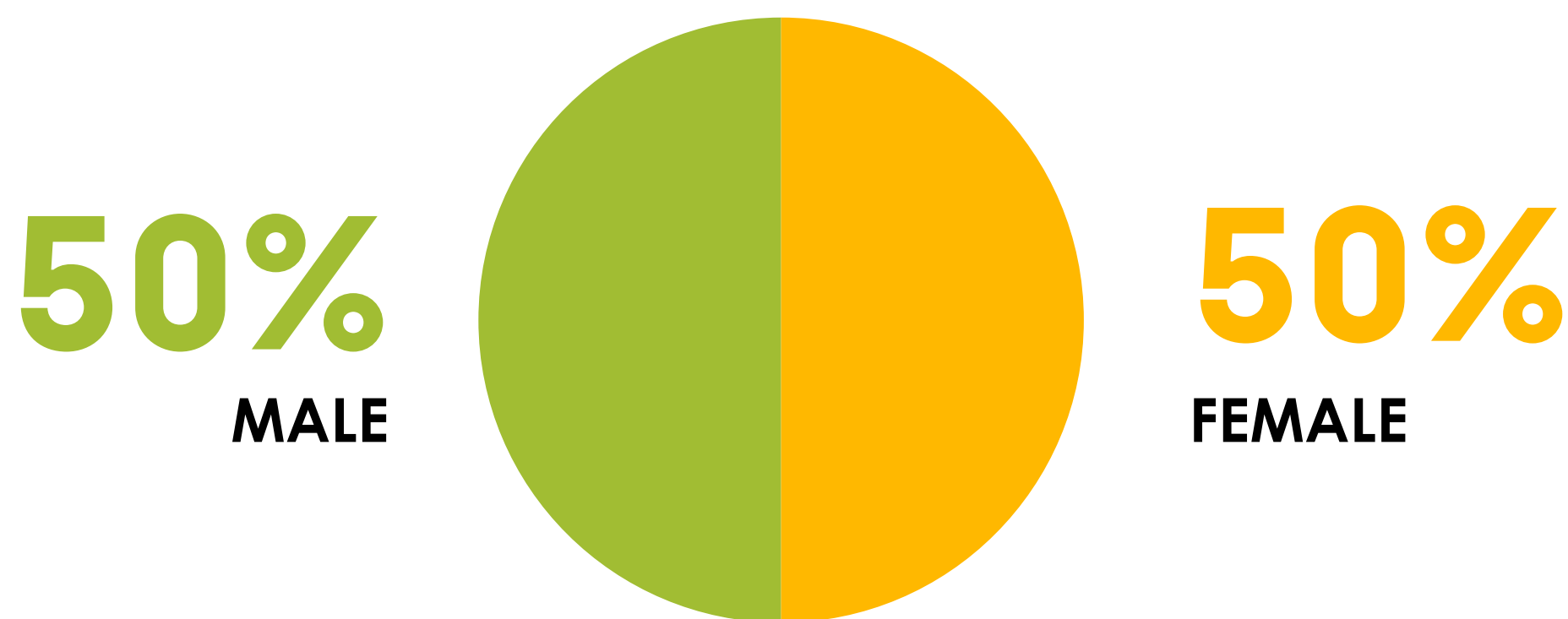
• OTHER 4%

SIGNATORIES

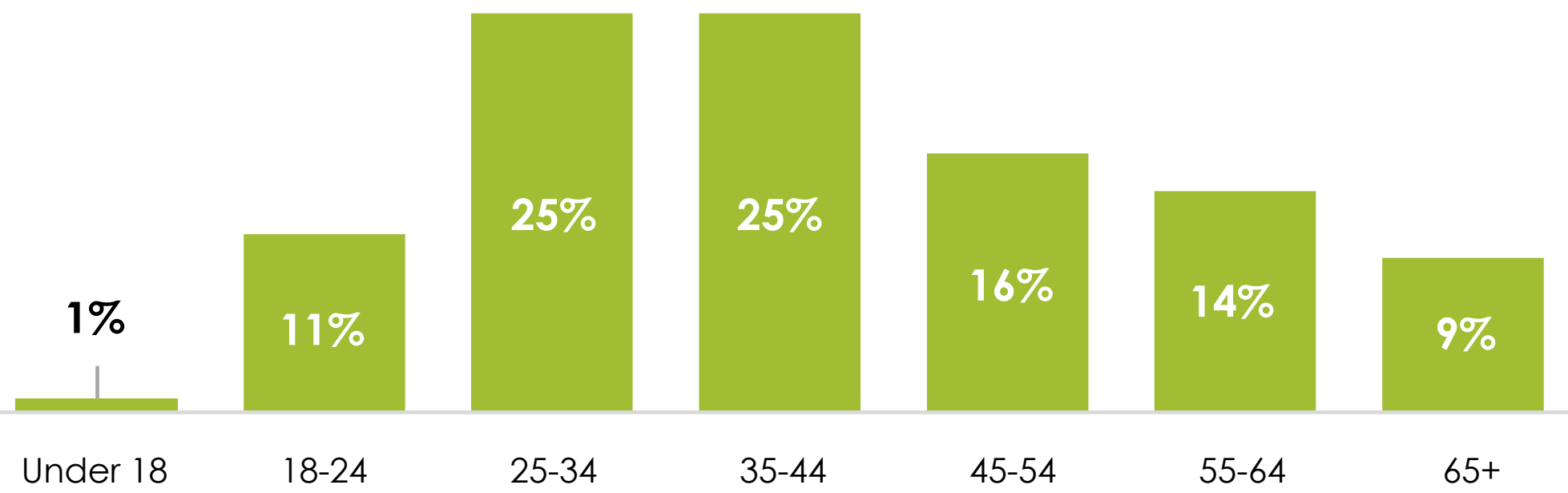
TIMELINE AND CAMPAIGNS



GENDER DISTRIBUTION



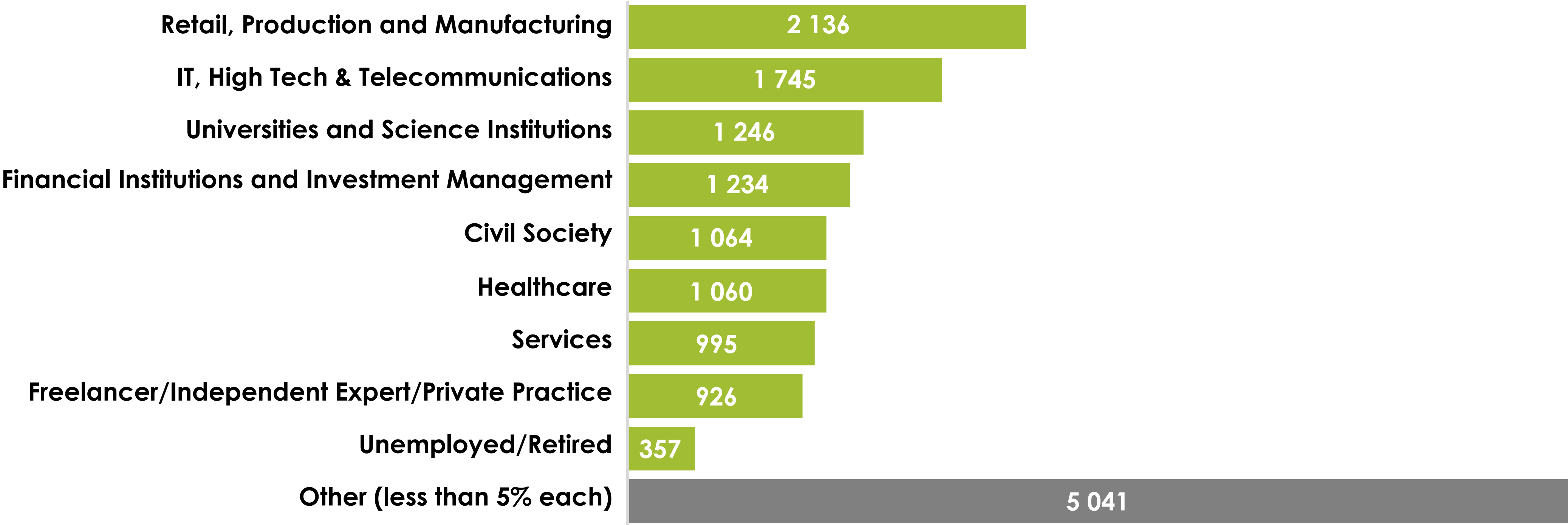
AGE DISTRIBUTION



SIGNATORIES

GENERAL OVERVIEW

Out of over 15 000 signatories with identified sphere inputs, the top 3 sectors are Retail, Production and Manufacturing (13.5%); IT, High Tech and Telecommunications (10.7%); Universities and Science Institutions (8.0%)



The signatories from **Armenia** are mainly working in the **software development and soft IT companies** (1 365)

The signatories from **Russia** are mainly working in the **production and manufacturing companies** (533) or are mainly **individual Entrepreneurs** (332)

The signatories from **USA** are mainly working in the **universities or science institutions** (173)

SIGNATORIES

EXPERTS OVERVIEW

Role identification of ~4 000 profiles
(4% of total), out of which

810
EXPERTS

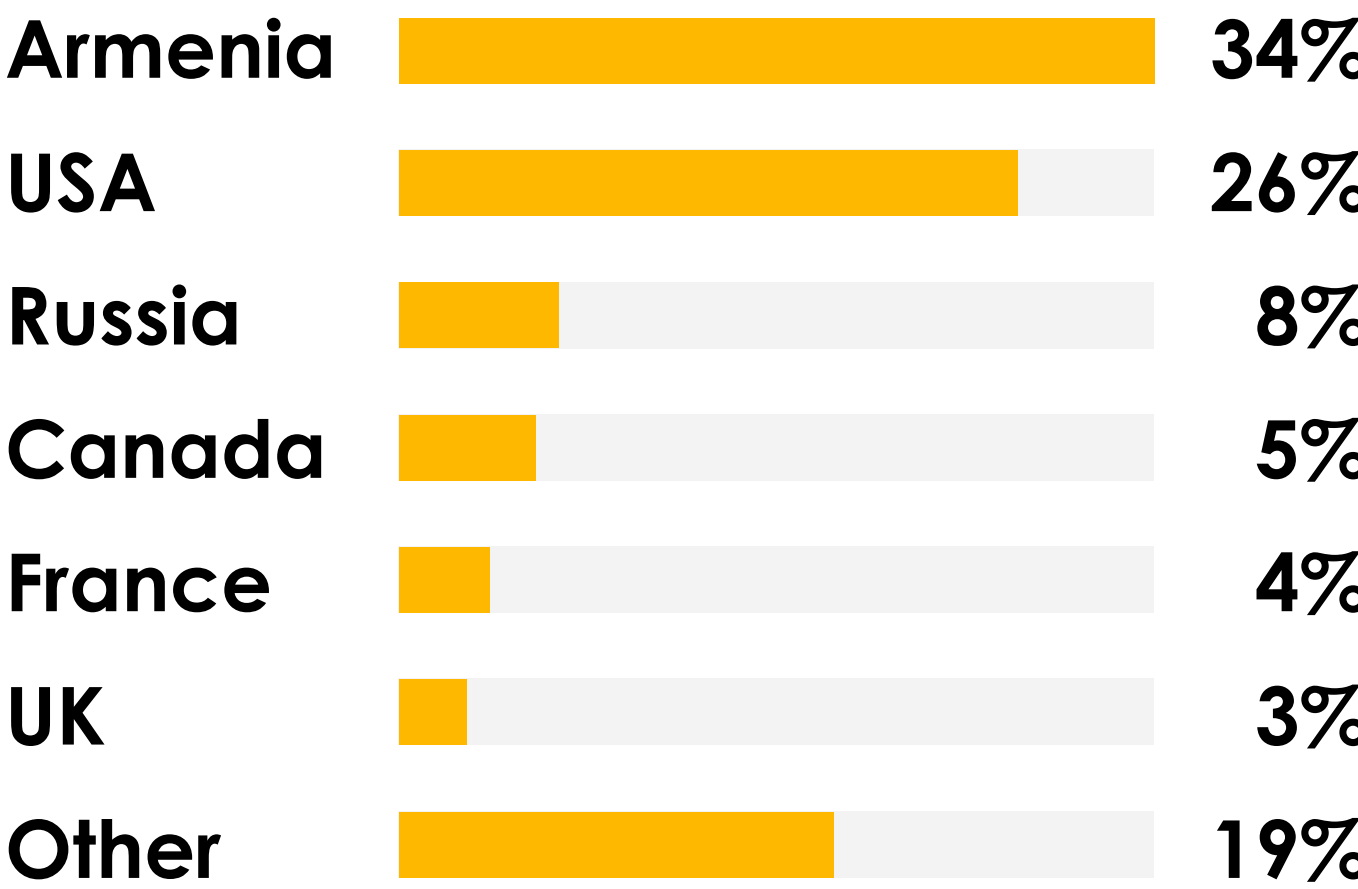
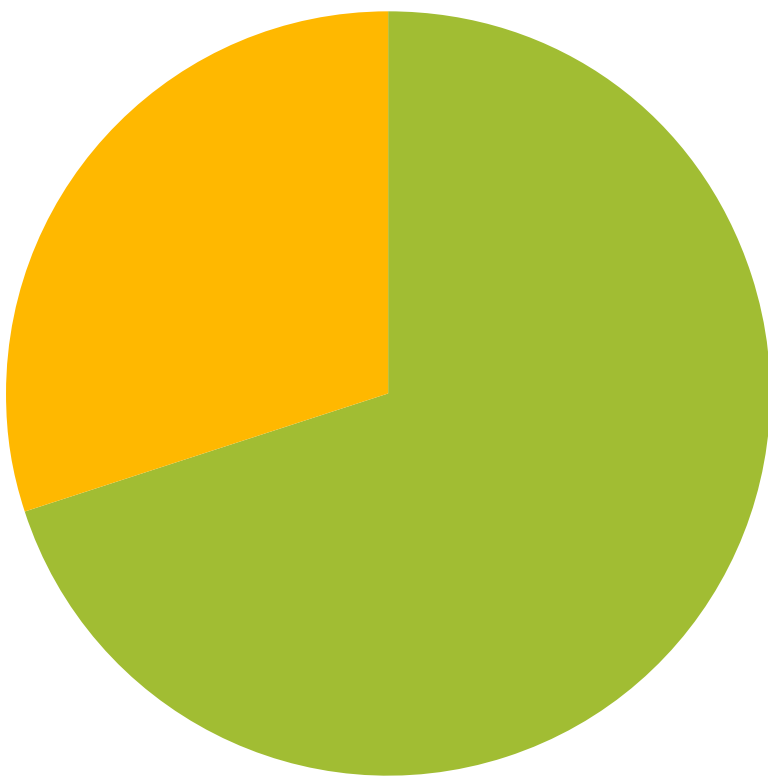
The profiles were assessed based on
(1) educational background
(2) experience in the sphere
(3) place of current occupation

810 experts from 60 unique areas of expertise and companies from 25 spheres,

Top 5 areas of expertise are IT (13%), Education (10%), Finance (8%) Civil Society (7%), and Consulting (6%).

From companies in top 3 spheres of Retail, Production and Manufacturing (13%); IT, High Tech and Telecommunications (11%); Universities and Science Institutions (8%).

30% Female 70% Male



2.2 DISCUSSIONS

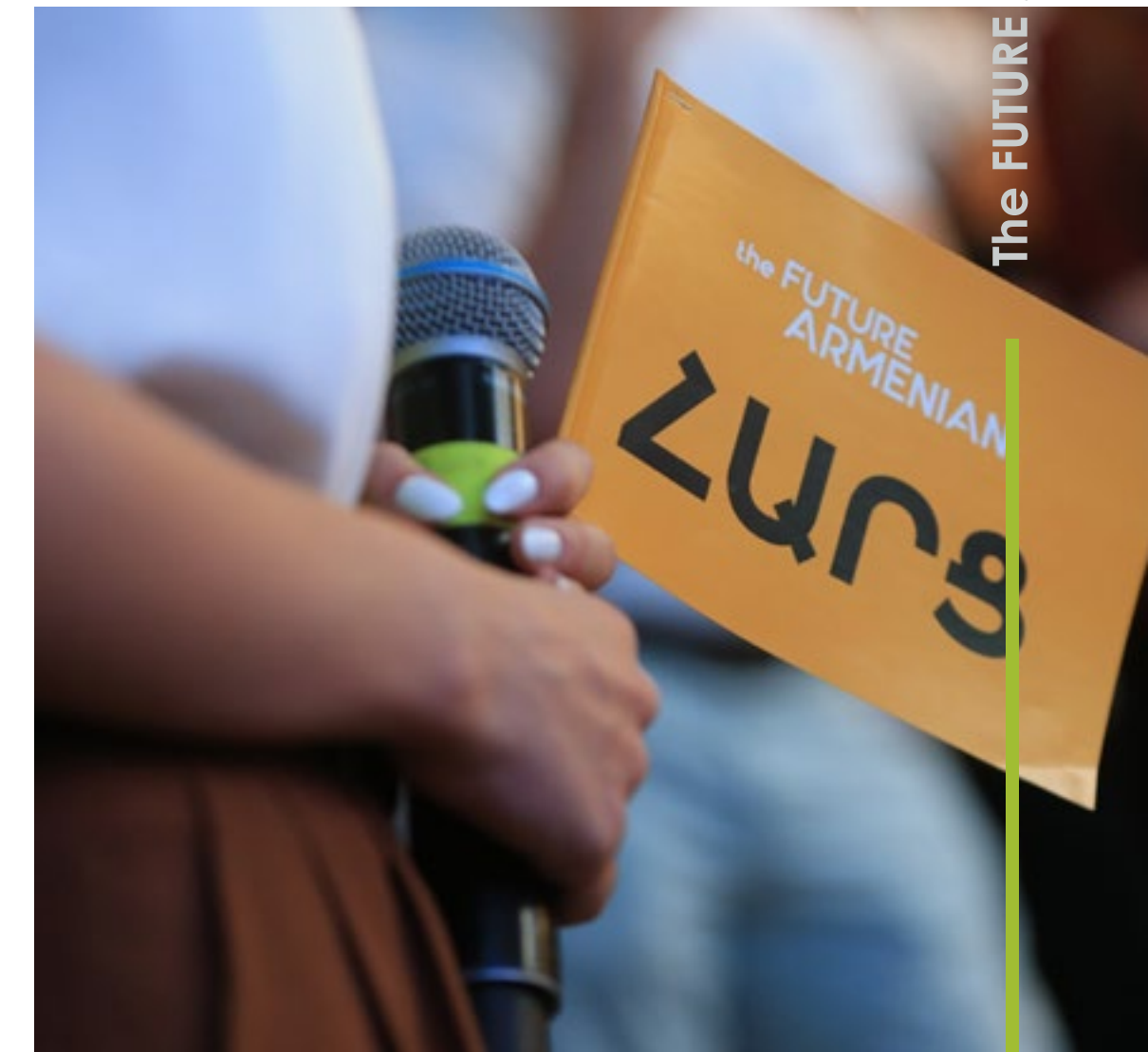


Discussion platform hosts discussions and debates with Co-Initiators and various experts on current relevant topics, in different formats. A series of public discussions and debates in online and offline format were held to raise awareness and provide the opportunity to engage wider audiences and supporters. Summaries from discussions are available on www.futurearmenian.com website.



46 **ONLINE**
DISCUSSIONS

26 **OFFLINE**
DISCUSSIONS



OFFLINE DISCUSSIONS

LOCATION

ARMENIA 15
Yerevan, Dilijan, Gyumri, Vanadzor

RUSSIA 9
Moscow, Nizhny Novgorod, Yekaterinburg, Tyumen

GEORGIA 1
Tbilisi


ITALY 1
Rome

ONLINE DISCUSSIONS

General	28	Goal 8	28
Goal 1	3	Goal 9	3
Goal 2	5	Goal 10	5
Goal 3	4	Goal 11	4
Goal 4	1	Goal 12	1
Goal 5	5	Goal 13	5
Goal 6	3	Goal 14	3
Goal 7	0	Goal 15	0

THE MOST POPULAR OFFLINE DISCUSSIONS

MEETING OF CO-INITIATORS WITH THE YOUTH AT THE CENTER FOR SOCIAL INITIATIVES



On June 6, The FUTURE ARMENIAN Co-Initiators **Artur Alaverdyan**, **Ruben Vardanyan** had a public meeting with the youth in Yerevan, in the yard of the Center for Social Initiatives. The FUTURE ARMENIAN Initiative with its 15 main goals were presented at the meeting, and the best ways to achieve those goals were discussed.



The meeting hosted about

1 5 0 0 +
G U E S T S

from Yerevan and other towns of Armenia



THE MOST POPULAR OFFLINE DISCUSSIONS

OPEN MEETING “THE FUTURE ARMENIAN: NEXT STEPS”



On **July 20**, The Center for Social Initiatives in Yerevan hosted an open meeting with the Co-Initiators of The FUTURE ARMENIAN Initiative **Noubar Afeyan**, **Artur Alaverdyan**, **Aram Bekchian** and **Ruben Vardanyan**. The speakers presented the next steps and the projects planned by The FUTURE ARMENIAN Initiative, as well as answered the questions raised by the participants.



The meeting hosted about

1500+

GUESTS

from Yerevan and other towns of Armenia

19 000

PEOPLE WATCHED

the video of livestreaming of Social Media channels

THE MOST POPULAR OFFLINE DISCUSSIONS

FROM ARMENIA 2020 TO ARMENIA 2041

On **September 19**, a meeting-discussion entitled “From Armenia 2020 to Armenia 2041” took place in Yerevan, during which **Noubar Afeyan** and **Ruben Vardanyan**, Co-Initiators of Armenia 2020 and The FUTURE ARMENIAN summarized the programs implemented with their partners in the Armenian world in the last 20 years and outlined their vision for Armenia 2041.



The meeting hosted about

200

REPRESENTATIVES

from development agencies of Armenia

475 000

PEOPLE WATCHED

the video of livestreaming of Social Media channels

DISCUSSIONS

THE MOST POPULAR ONLINE DISCUSSIONS



Talk about the future: David Akopyan

Video views **280 900**

Total engagement **4 510**



Energy (In)dependence and Economic Benefits of Armenia

Video views **222 324**

Total engagement **2 559**



Talk about the future: Piotr Nemoy

Video views **126 692**

Total engagement **6 869**



Armenian Energy Security and Energy Independence

Video views **120 592**

Total engagement **2 431**

Engagement is the number of times that users reacted to, commented on, shared, or clicked on the posts.













2.3

SOCIAL MEDIA



SOCIAL MEDIA

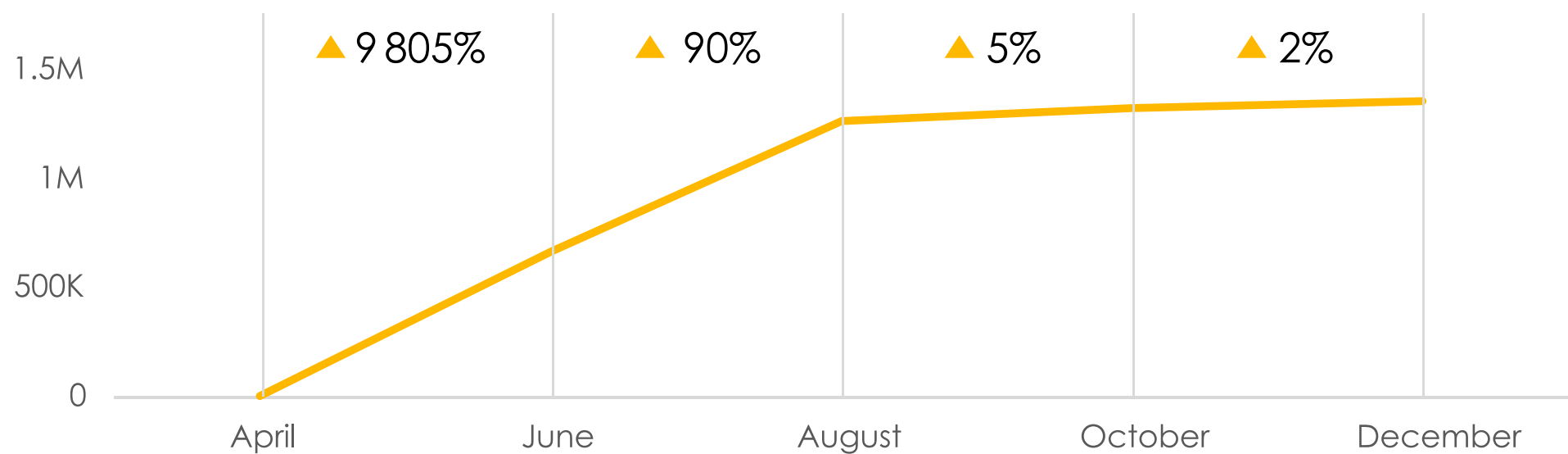
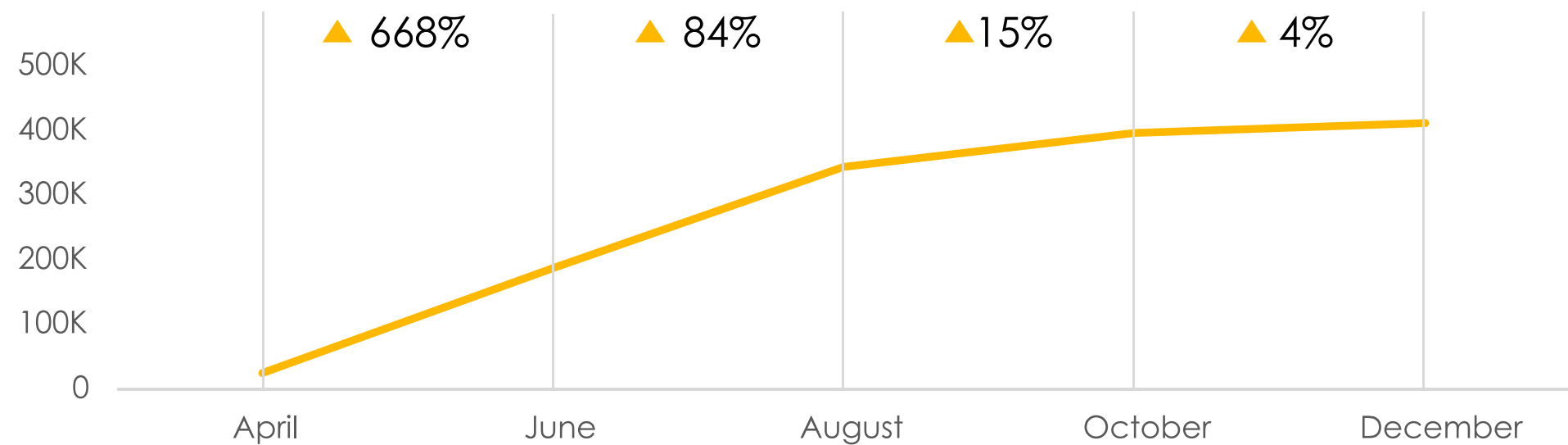
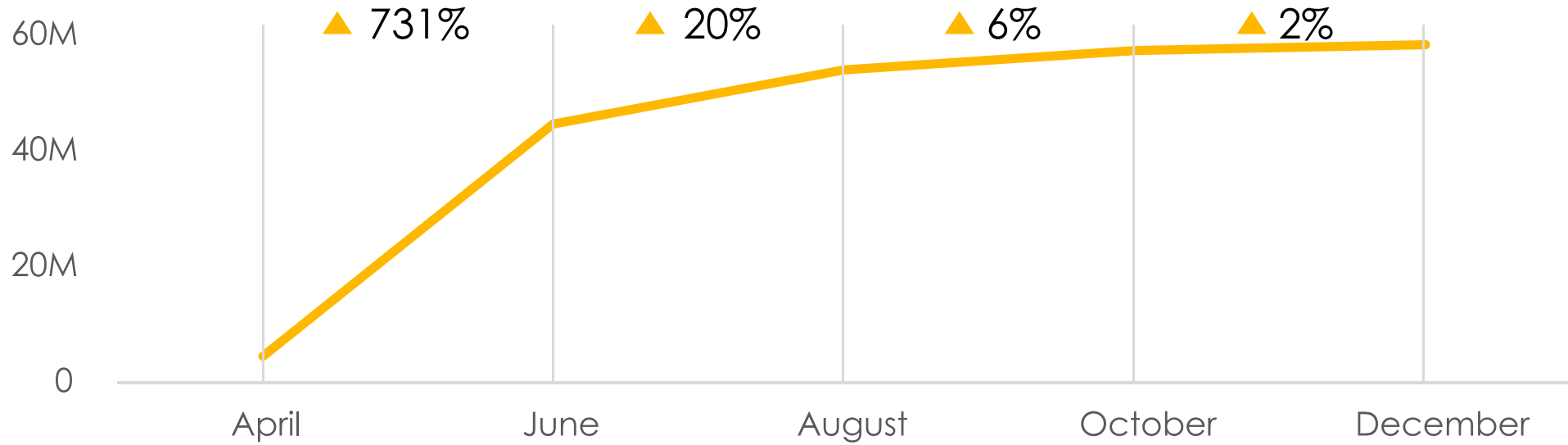
NET FOLLOWERS GROWTH

	April	December	Growth
<div>  <div> The FUTURE ARMENIAN <div>    </div> </div> </div>	0	28.6K	28.6K
<div>  <div> Futures Studio <div>   </div> </div> </div>	14.1K	20K	5.9K
<div>  <div> Армения2041 <div>  </div> </div> </div>	36.3K	38.1K	1.8K
<div>  <div> Armenia2041 <div>   </div> </div> </div>	46K	47K	1K

SOCIAL MEDIA PERFORMANCE SUMMARY

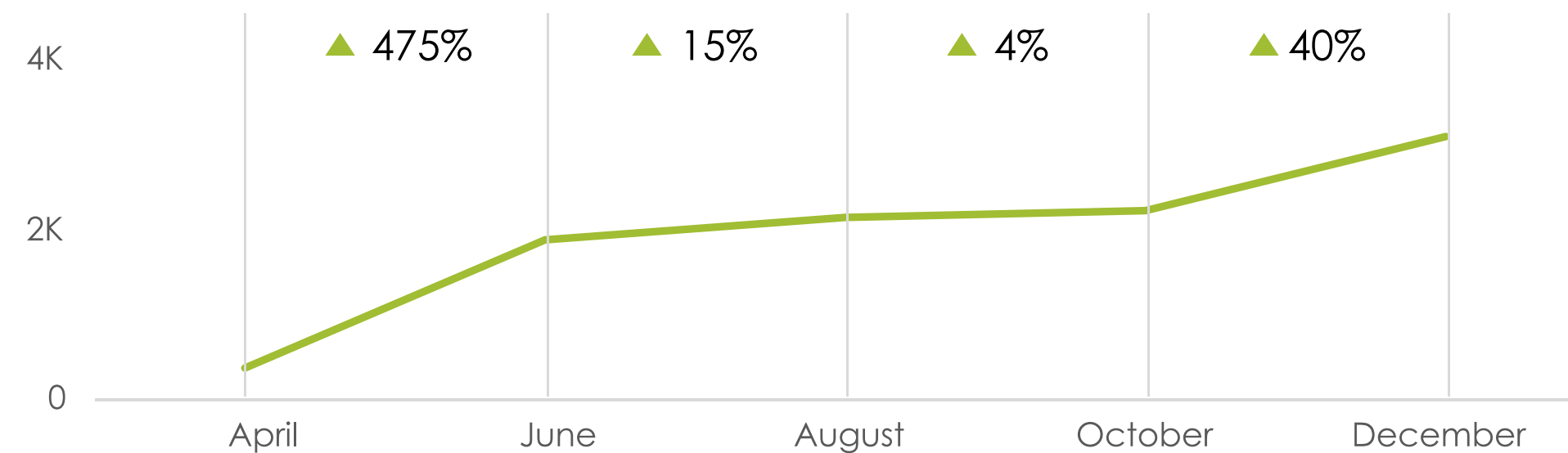
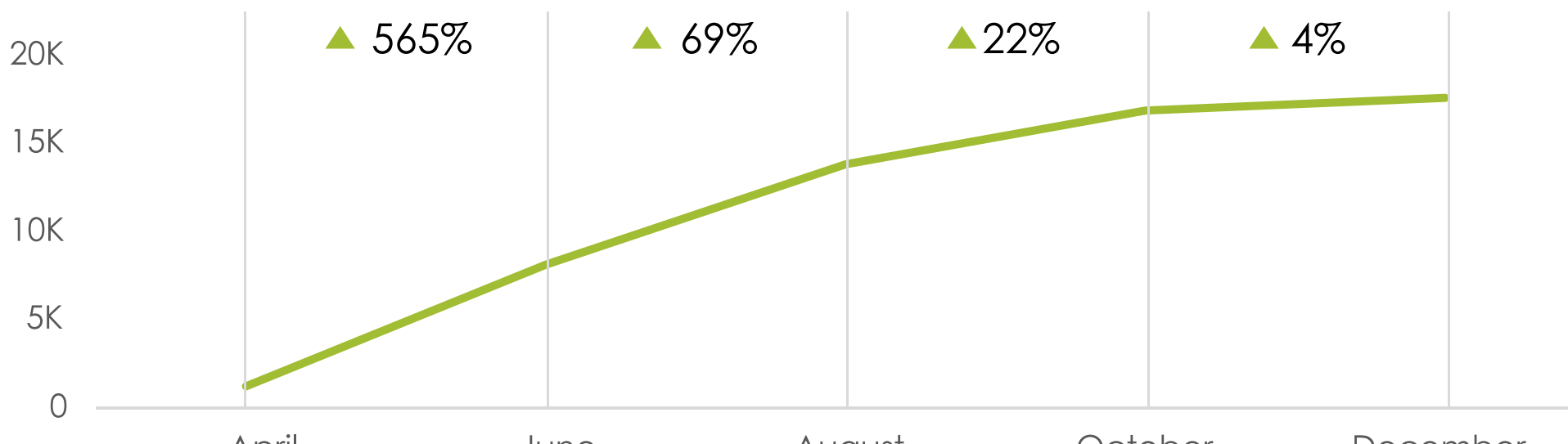
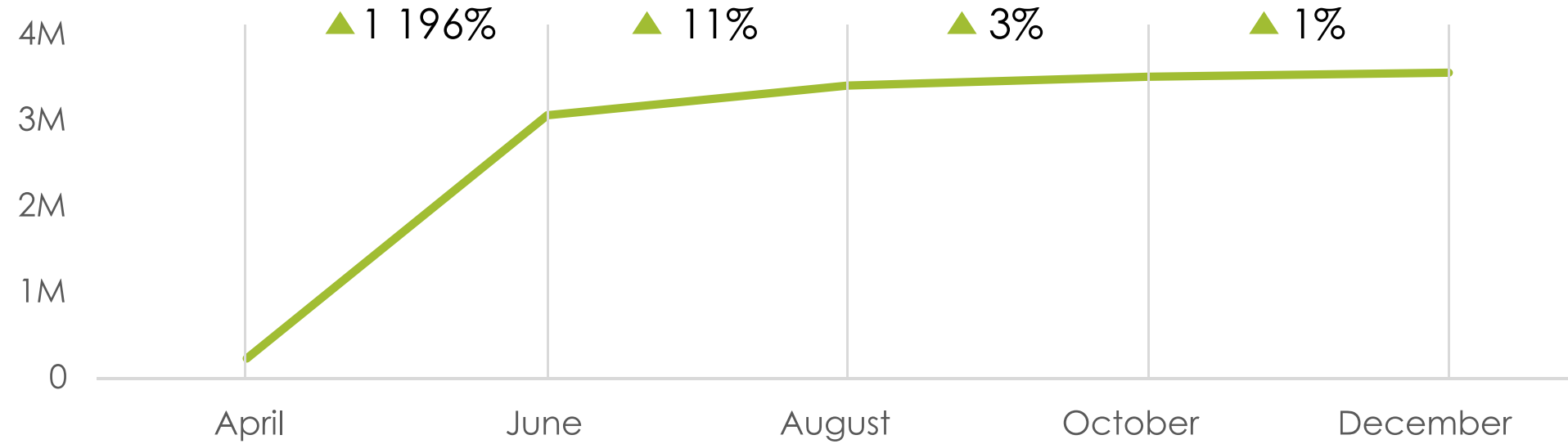


Total Impressions (by month)



Impression is the number of times that any content associated with the page was displayed to a user.

Total Engagement (by month)



Engagement is the number of times that users reacted to, commented on, shared, or clicked on the posts.

SOCIAL MEDIA

TOP POSTS FACEBOOK



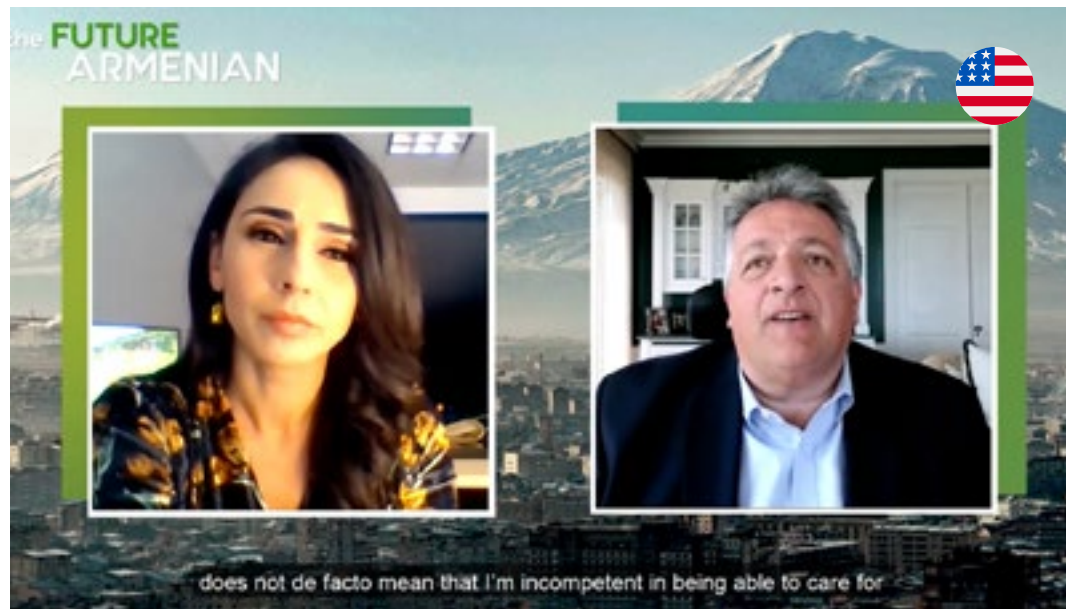
Ruben Vardanyan's Message on June 19, 2021

Total engagement **183 095**



Ruben Vardanyan Calls to Join The FUTURE ARMENIAN Initiative

Total engagement **177 164**



Noubar Afeyan Calls to Join The FUTURE ARMENIAN Initiative

Total engagement **171 667**



Become a Signatory

Total engagement **151 961**

TOP POSTS TWITTER



Exclusive Interview with Noubar Afeyan

Total engagement **1 052**



The FUTURE ARMENIAN Initiative launch announcement

Total engagement **828**



ARMENIA 2041 launch announcement

Total engagement **672**



Noubar Afeyan Calls to Join The FUTURE ARMENIAN Initiative

Total engagement **522**

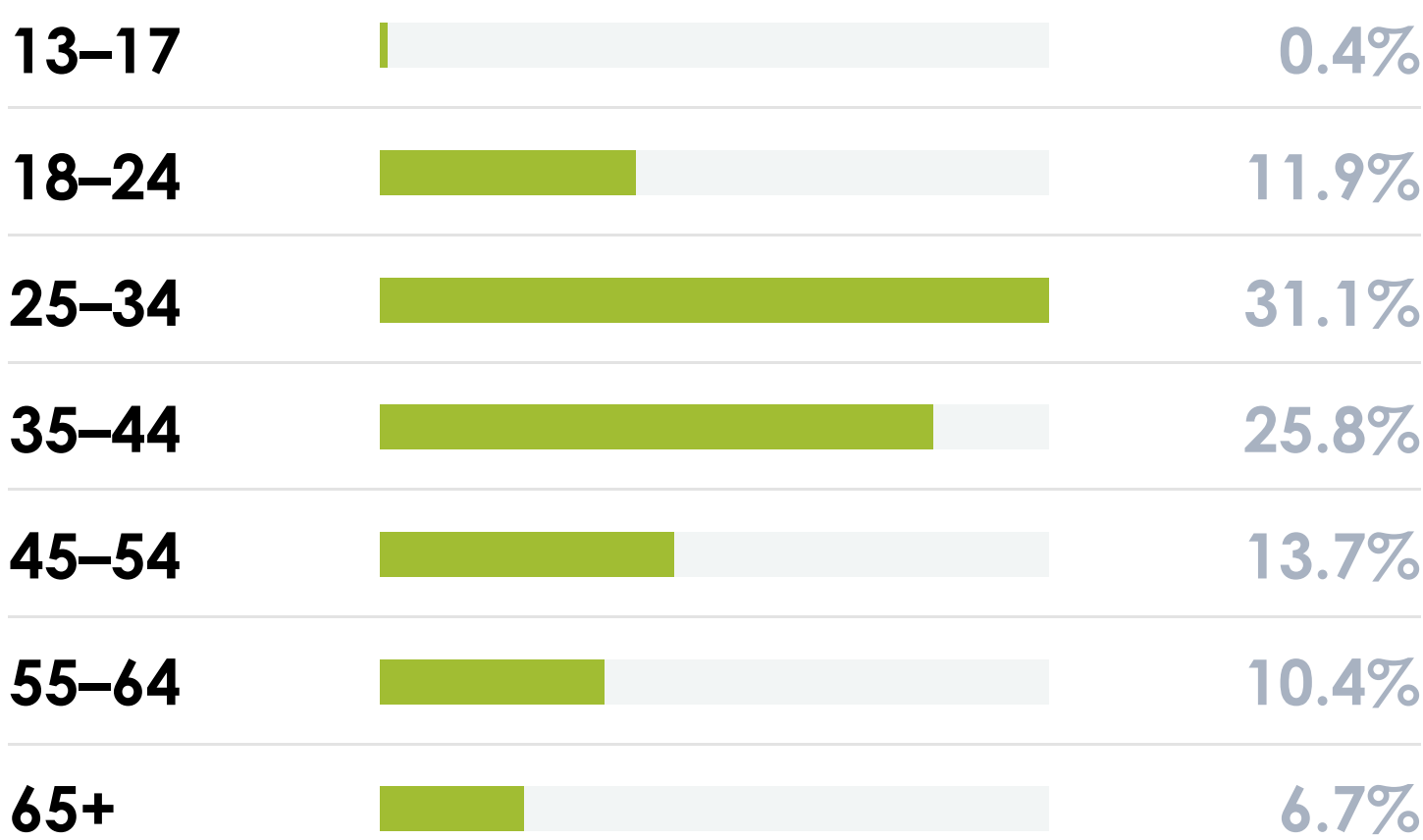
SOCIAL MEDIA

AUDIENCE DEMOGRAPHIC

The most engaged audiences are people between the ages 25-34. Women are more active on Facebook; however, men are more engaged in Twitter.

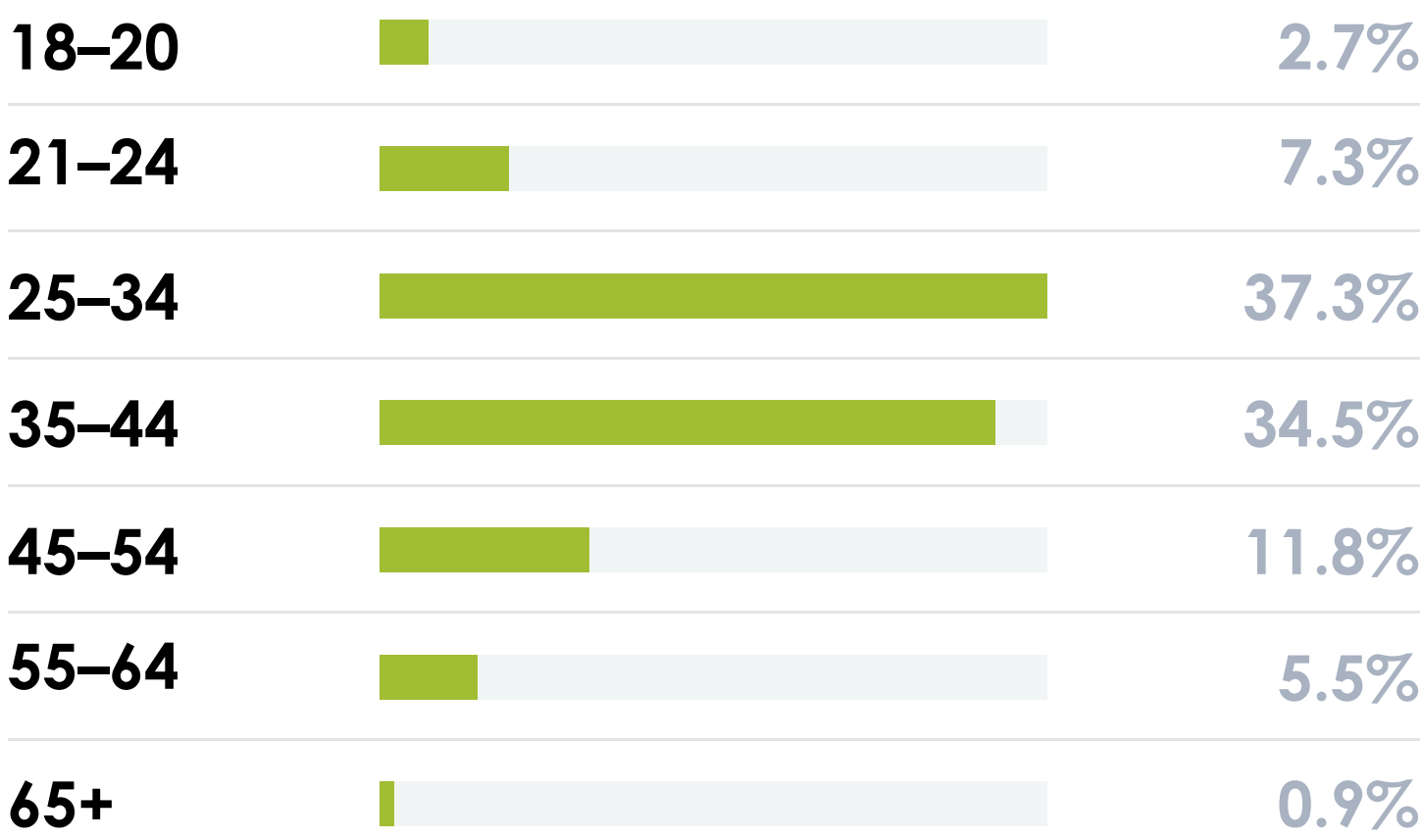
Facebook Audience by Age

Total by all pages



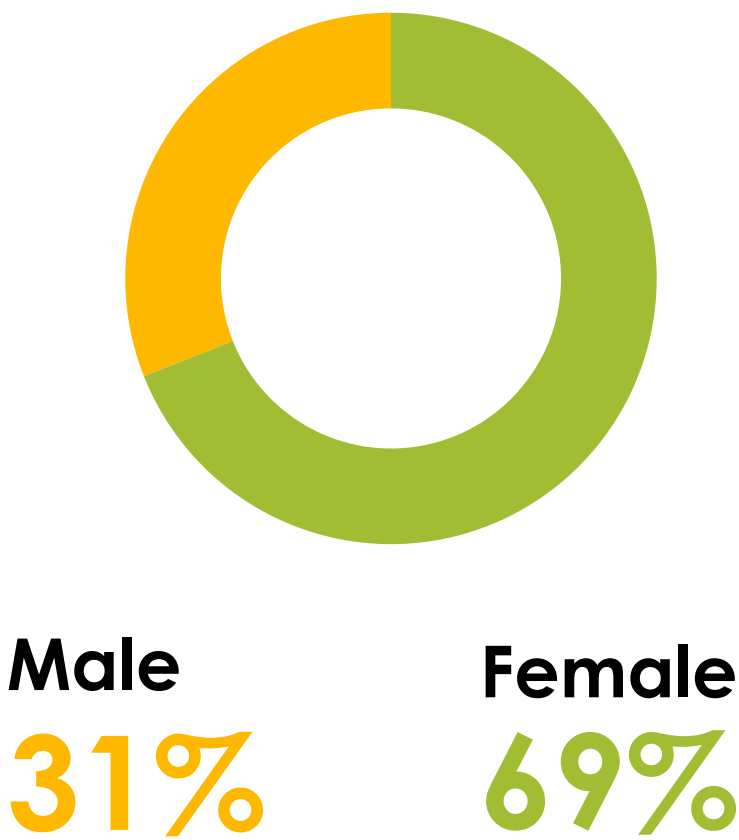
Twitter Audience by Age

Total by all pages



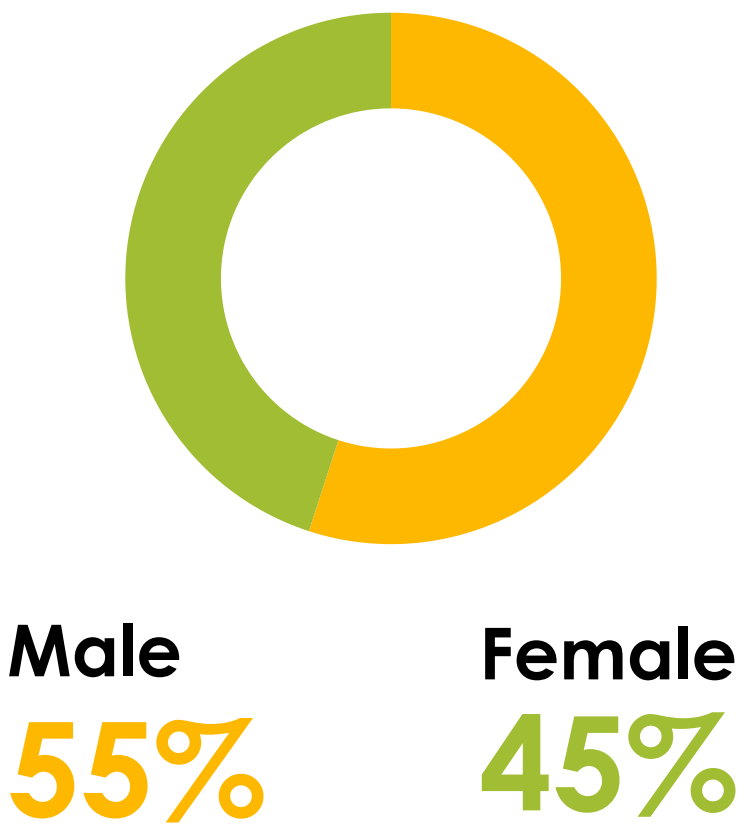
Facebook Audience by Gender

Total by all pages



Twitter Audience by Gender

Total by all pages



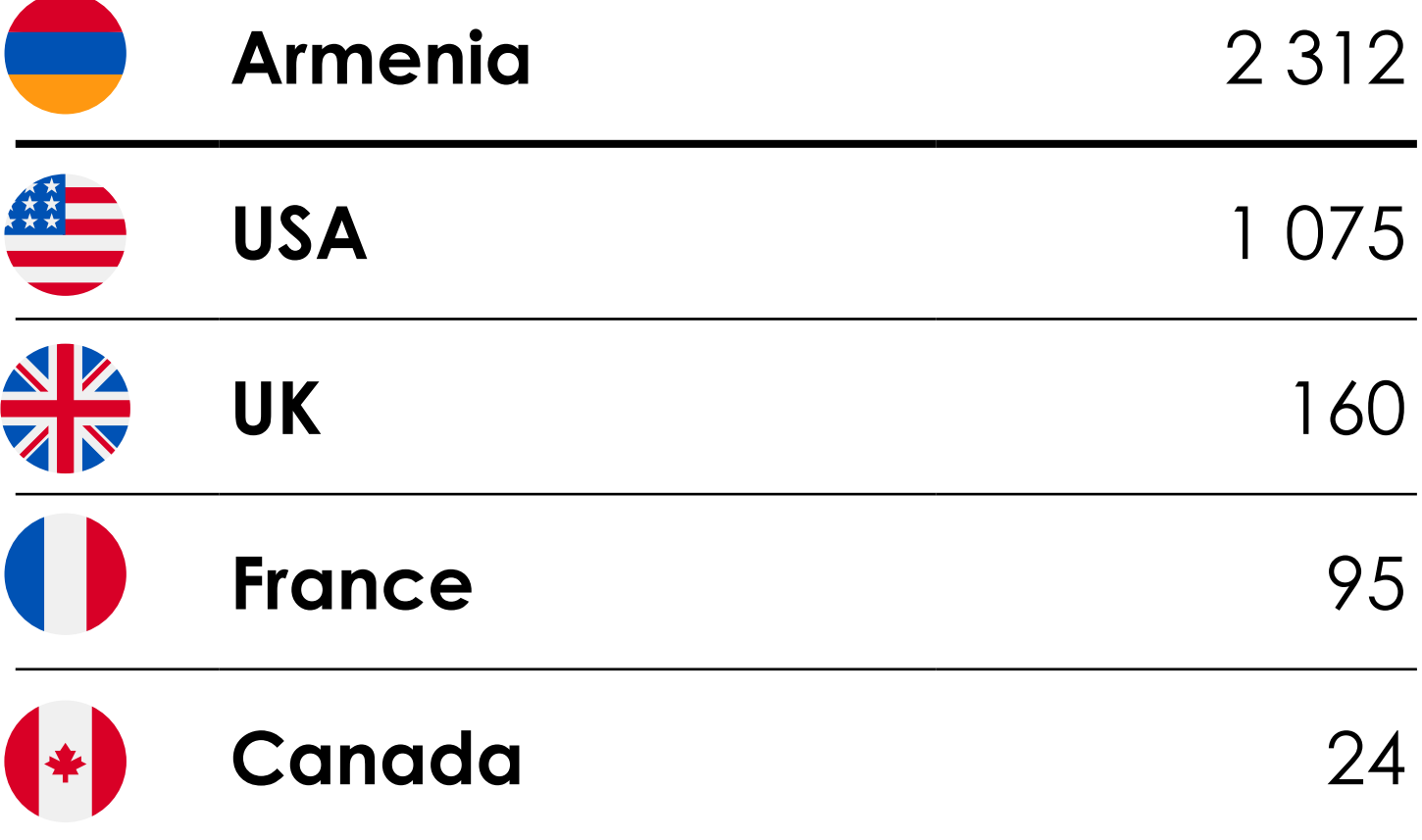
Facebook Top Countries

Total by all pages



Twitter Top Countries

Total by all pages



2.4

WEBSITE



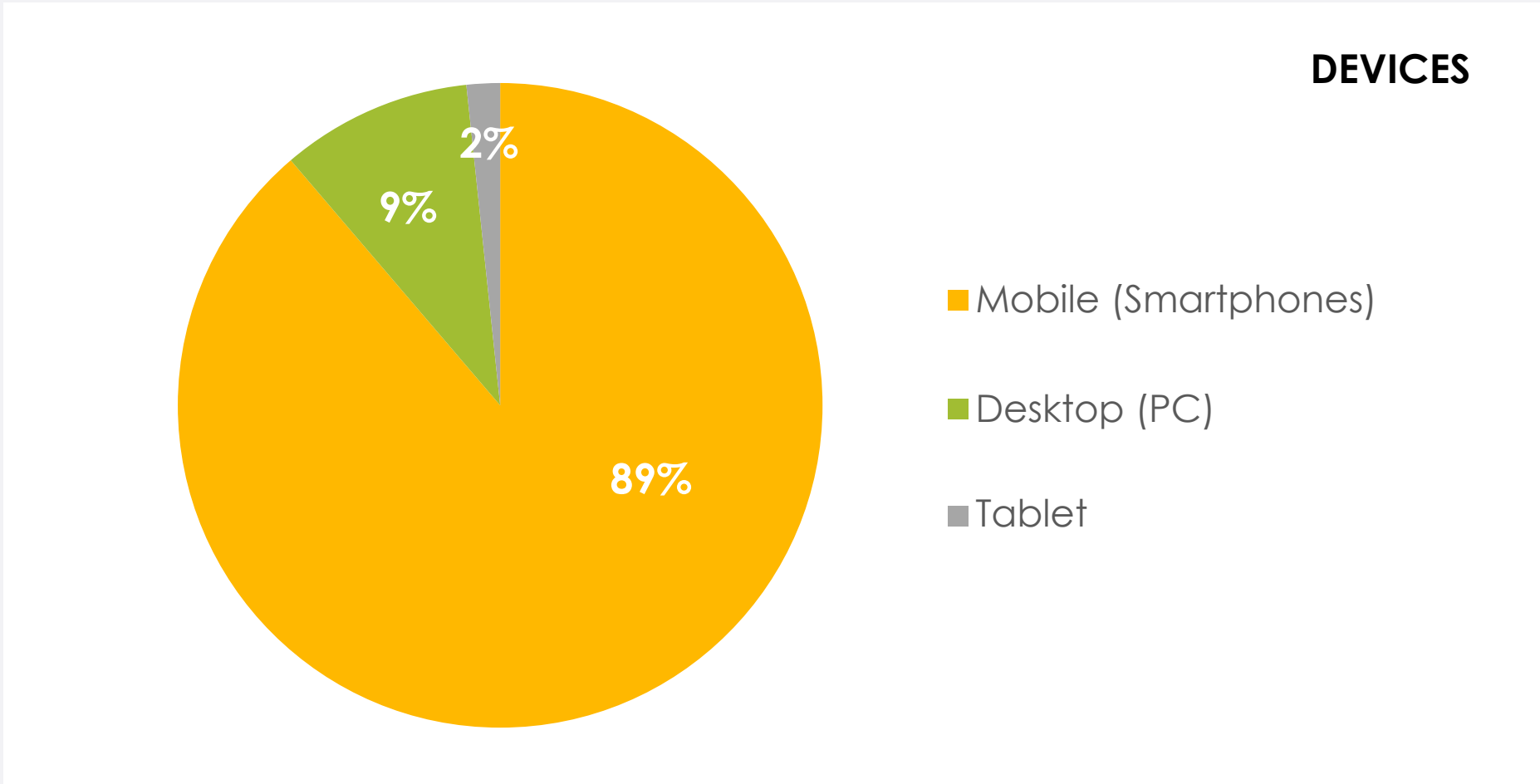
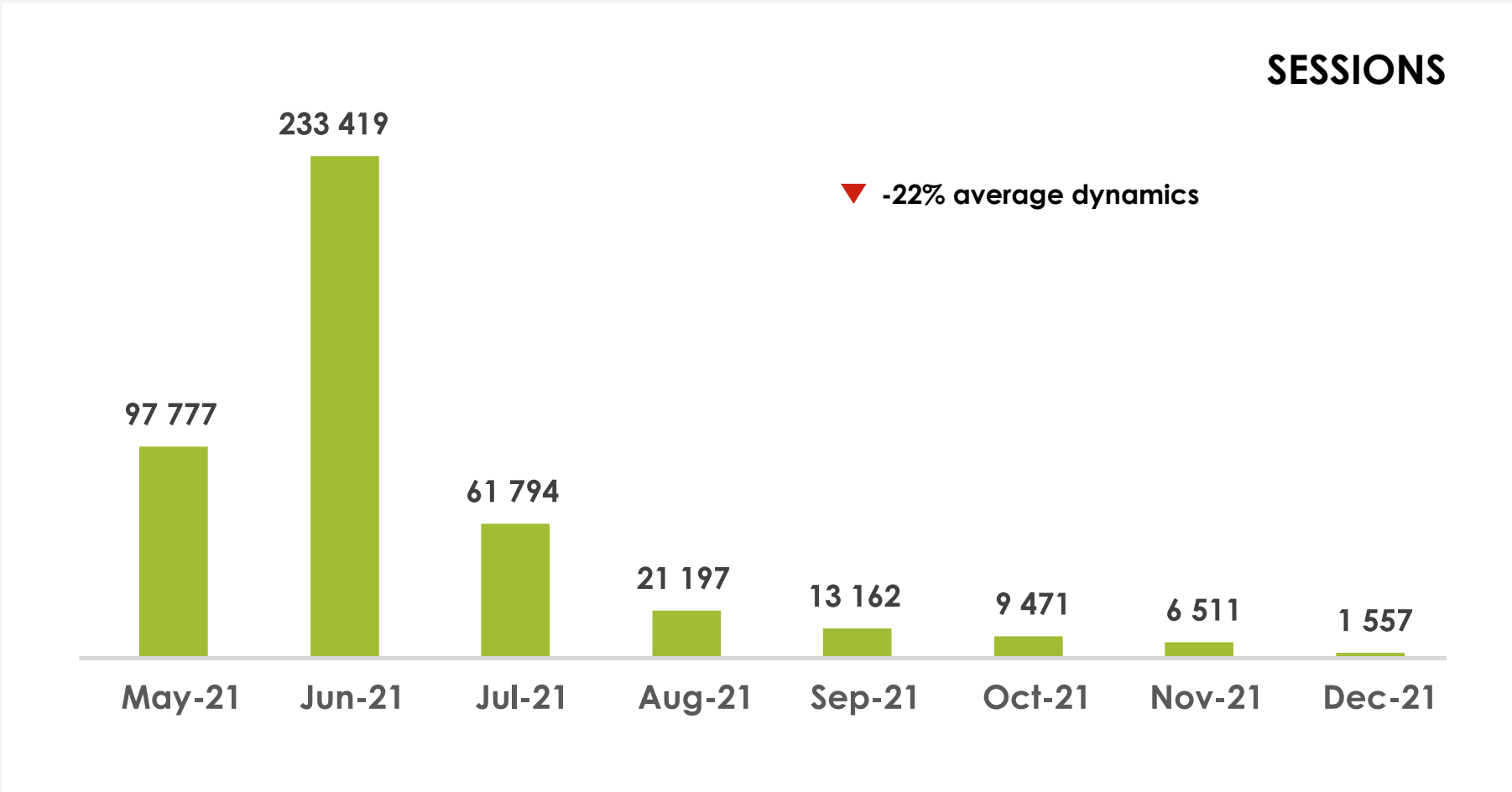
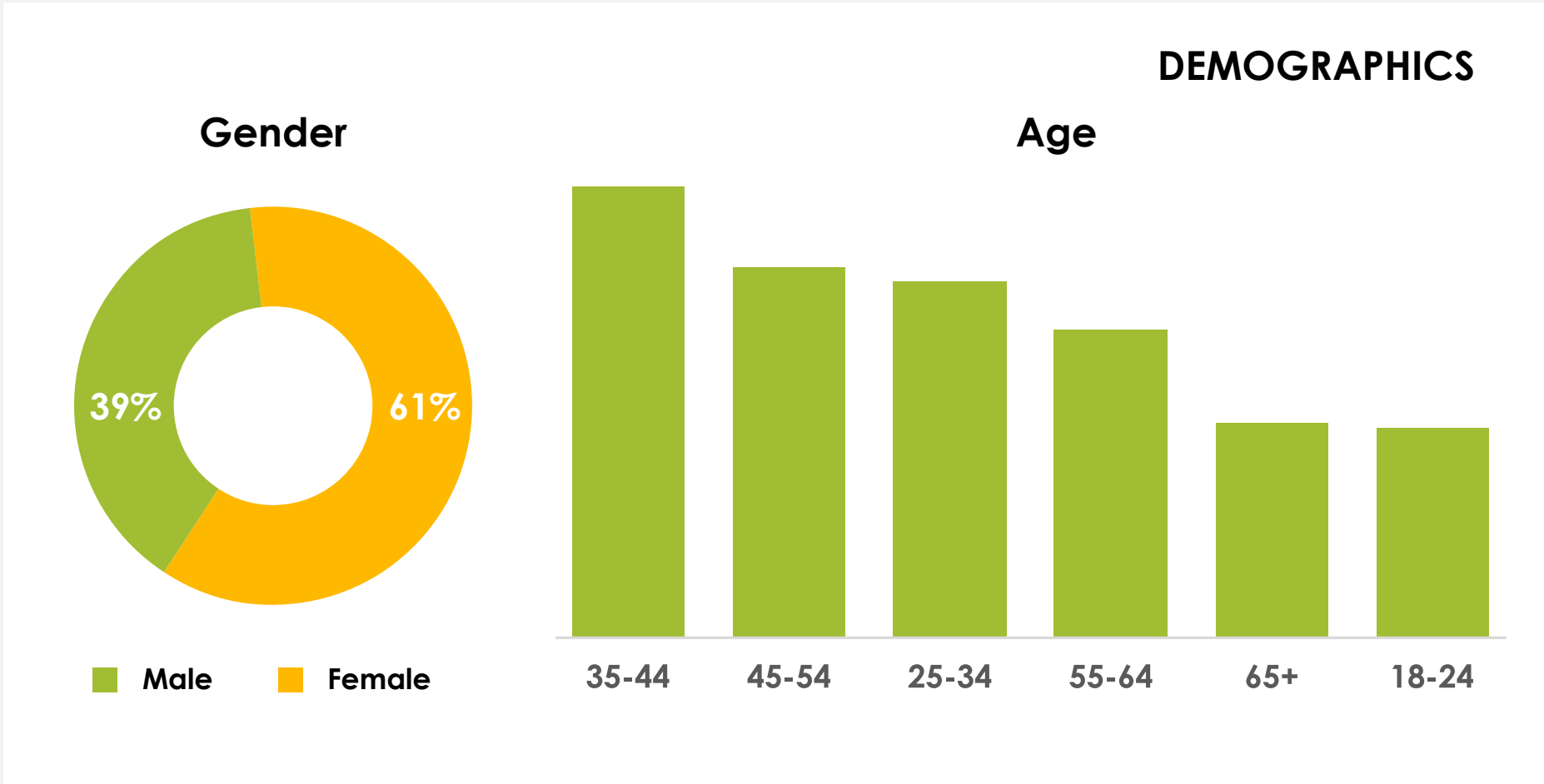
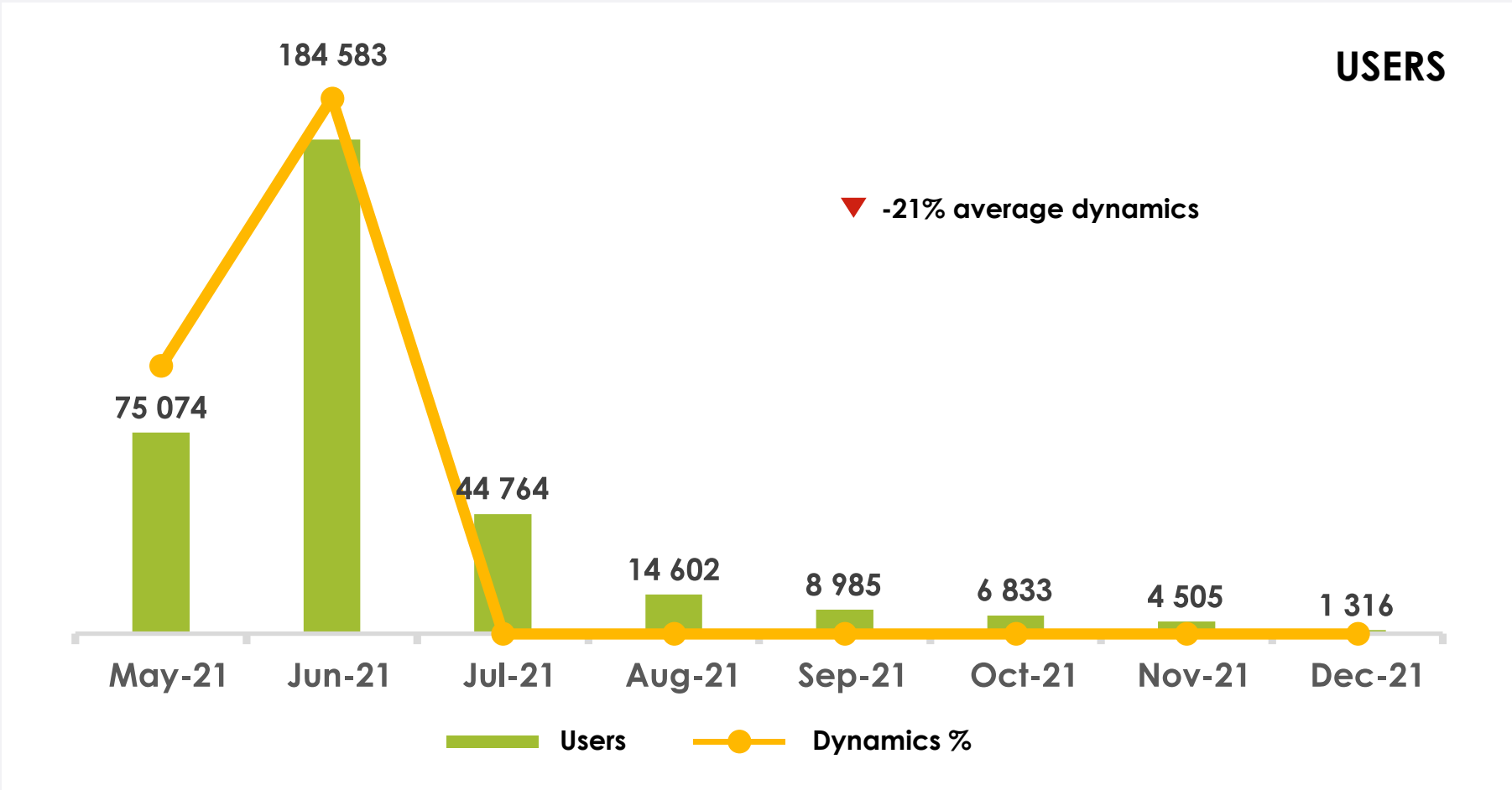
WEBSITE

THE FUTURE ARMENIAN CURRENT WEBSITE

The FUTURE ARMENIAN public Initiative website was launched in April 2021 and since then gained more than 109 050 signatories from 108 countries. The website gives a fresh presentation of 15 goals of the Initiative as well as series of analytical reports, public, online, and offline discussions and debates that help to raise awareness towards the Initiative and provide the opportunity to engage wider audiences and supporters. The website is available in four languages: Armenian, English, Russian and French.

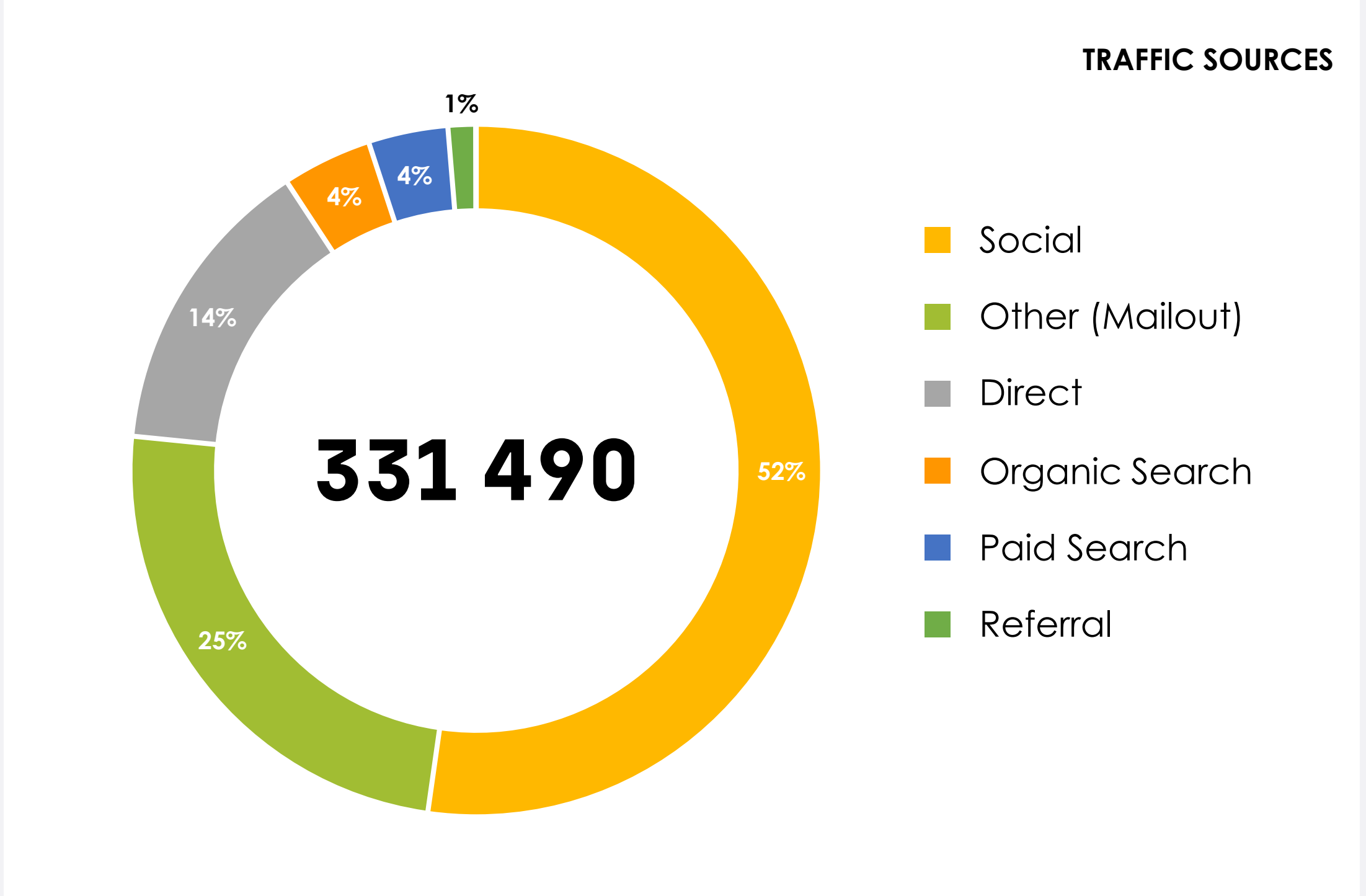
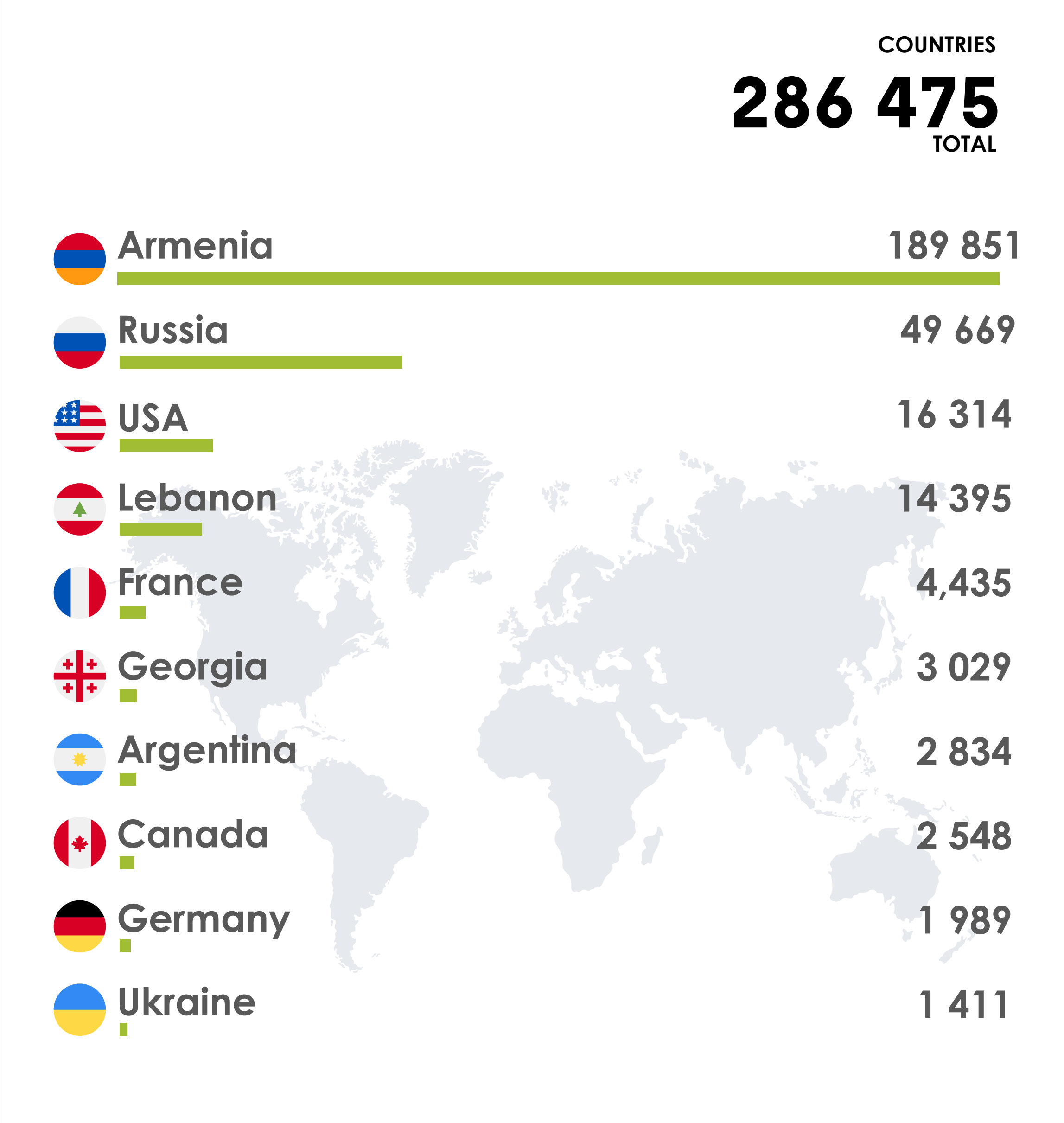


WEBSITE ANALYTICS



Definitions:
Users: An individual person who has come to the website www.futurearmenian.com
Sessions: A session every single time person visits the website www.futurearmenian.com

WEBSITE ANALYTICS



Definitions:
Traffic source: Traffic source through which users found The FUTURE ARMENIAN website
Social: Major social channels (Facebook, Twitter, LinkedIn or Instagram)
Other: Number of clicks on a link from Email disseminations mail-out
Direct: Directly types in website URL
Organic Search: Directly from a search engine such as Google or Yahoo
Paid Search: Paid advertisement in search engine (via Google AdWords)
Referral: A link to your site from a page on another website
Social Network Traffic: Social Media sites that send the most visitors to our website

2.5

MULTIMEDIA



MULTIMEDIA

During last year multimedia team has come up with several **new formats** of videos, infographics, presenting quotes, surveys. The team has worked on editing video materials, as well as producing new ones. Complete video archive (including Armenia2020) and **new YouTube channel** have been created. More formats are being developed and will be presented next year.

Video production team have prepared about

440
VIDEOS



Overall all videos on all The FUTURE ARMENIAN platforms have more than

12 000 000
VIEWS

8 300 000
REACH

Reach is the number of people who saw the content at least once.

2.6 MEDIA COVERAGE



MEDIA COVERAGE OVERVIEW

3 6 0

MEDIA PUBLICATIONS

The cooperation with the Armenian and Diaspora media included announcements, interviews, virtual meetings, and open public discussions format, ensuring wide spread of information, high public visibility, and viewership.

We have been cooperating both with the mainstream media and independent media platforms in the region, ensuring active participation of the broadcasting, online and print media.

120

Media publications on press releases and announcements

40

Interviews

6

Advertorials

64

Media publications on online discussions

130

Media publications on offline events

At the same time, The FUTURE ARMENIAN 15 main goals, being focused on sensitive and important issues for Armenia, were circulated in the media through articles, reports, and interviews. In 2021, The FUTURE ARMENIAN Initiative was able to foster an active public discourse on the 15 main goals through media.



MEDIA COVERAGE

Videos and TV reports

Articles



Language

Armenian	255	71.4 %
Russian	62	16.8 %
English	40	10.8 %
French	3	1%

Geography

Media publications in Armenia

Media publications in **Diaspora**

Russia, USA, France,
Czech Republic,
Lebanon

The main focus of the Diaspora media were topics related to Armenia-Diaspora relationship, key problems facing the Diaspora, as well as the role of the Diaspora in helping to come up with solutions to the many challenges facing Armenia (security, economy, education, humanitarian issues).

MEDIA COVERAGE OVERVIEW

The most watched interviews and discussions



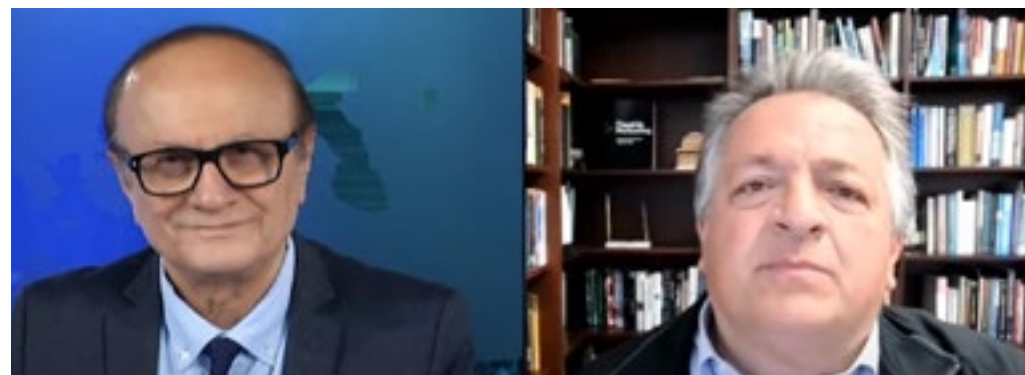
1.3M views

Ruben Vardanyan's
interview to Public TV of
Armenia



1M views

Noubar Afeyan's and Ruben
Vardanyan's Interview to
Public TV of Armenia



500K views

Noubar Afeyan's interview
to Azatutyun TV



100K views

Exclusive Discussion on
ARMENIA 2021-2041:
Macroeconomic
Diagnostics. CivilNet

The most covered and watched public events



400K views

Open Meeting "The FUTURE
ARMENIAN: Next steps"

50 media publications



300K views

Co-initiators' meeting with the
youth at The Center for Social
Initiatives

30 media publications

2.7 SURVEYS



SURVEYS

INTERNALLY DESIGNED SURVEYS

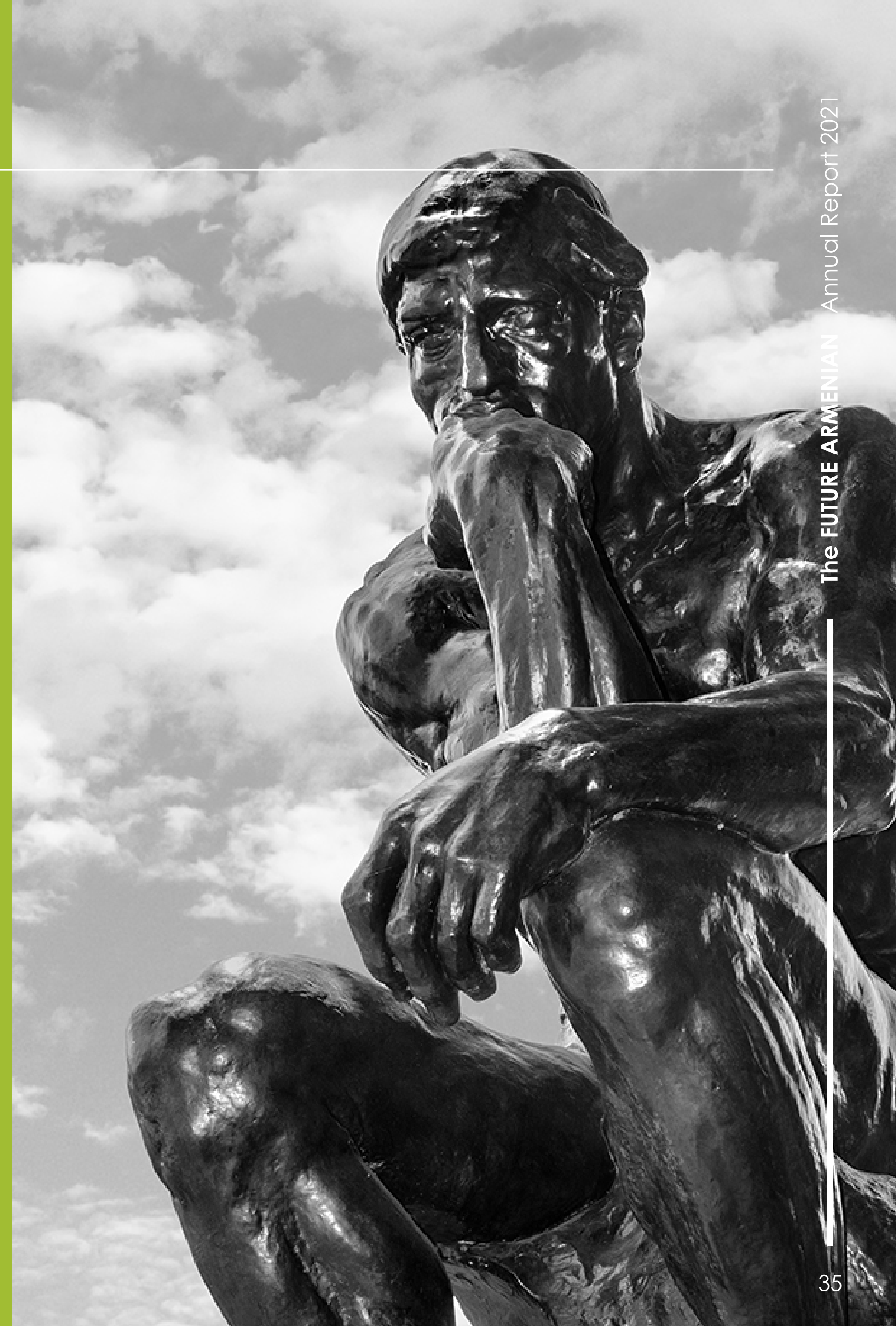
The FUTURE ARMENIAN Initiative has been conducting surveys since March 2021. While the **pre-launch** surveys were conducted to collectively think, together with experts, about the priorities (the Goals) of Armenia in 20 years, the **post-launch** surveys intend to provide its signatories with the opportunity to express their opinion about the **15 goals**, as well as pressing **national issues** and **international topics**. With that The FUTURE ARMENIAN intends to better understand its signatories, incorporate the received feedback into its strategies and use it to shape its future activities.

A total of **7 online surveys** were implemented, out of which **one pre-launch survey, two surveys on session follow-up, and four signatory opinion and engagement surveys**. Notable surveys designed internally are the **Signatory Engagement survey, Priorities and Expectation survey, and Education survey**.



2.8

FUTURES STUDIO ANALYTICS



FUTURES STUDIO ANALYTICS

The main purpose of Futures Studio Analytics is to write the most interesting to read and informative reports, based on objective analytics. It takes actual topics that are interesting for large audience, reliable datasets and combine them to get the most interesting and easy to read reports. **The philosophy of Futures Studio Analytics** is that it represents a circular process, that aims not only to introduce key ideas/thoughts to the audience but also further continue to discuss them via various forums, interviews or face-to-face meetings, and come back to those ideas once a year, from a different angle.

Since May 2021 Futures Studio Analytics has been conducting research on the development issues facing Armenia within the scope of The FUTURE ARMENIAN Initiative and its goals. Through impartial and thorough study, the project reveals the most urgent problems in Armenia and in the Armenian world and develops analytical materials describing the situation, main problems and solutions of those topics, thus creating a social contract between the RA Government and Armenians around the world.

Audience

- Readers of Futures Studio Analytics
- The FUTURE ARMENIAN signatories
- Followers in Social Media

Reports

15 REPORTS
PUBLISHED

IN **4** LANGUAGES

FUTURES STUDIO ANALYTICS

8 RESEARCH ARTICLES

MAILING AUDIENCE OPEN RATE

The Secret Interview	62%
On Money, Debt, Inflation and Wealth Preservation 1	53%
On Money, Debt, Inflation and Wealth Preservation 2	53%
On Money, Debt, Inflation and Wealth Preservation 3	51%
The Value of Trust	46%
An Existential Threat	42%
Currency Exchange Rates	38%
Why The Worst Rise to The Top	35%

Benchmark 40%

7 REPORTS FOR THE FUTURE ARMENIAN

Goal 1. Strategy and Vision; **Goal 2.** Limits of Sovereignty; **Goal 4.** Free Artsakh; **Goal 5 & 6.** Diaspora; **Goal 8.** Exponential Growth; **Goal 9.** People Vote with Their Feet; **Goal 10.** Excellence in Education.
The most popular reports are “**Diaspora**” and “**Limits of Sovereignty**”.

2 5 2 0
DOWNLOADS
from www.futurearmenian.com

Russian	40%
Armenian	33%
English	25%
French	2%

2.9

ARMENIA

2021–2041

RESEARCH



ARMENIA 2021 - 2041 RESEARCH

“**ARMENIA 2021 – 2041**” **research report** was prepared by ARMENIA 2041 Foundation in cooperation with McKinsey & Company global management consulting firm. The partnership was initiated in January 2021 and completed by June 2021.

The report provides a snapshot of the last 20 years, analyzes the current macro-economic conditions in Armenia and outlines the five priority sectors (agriculture, high-tech, healthcare, education, tourism) together with the development prospects for each.

The objectives of the partnership was to: develop a baseline of the current economic situation, design a vision for **Armenia 2041**, derive economic segments and clusters to prioritise in the country's development over the upcoming decades, and build a blueprint for sectoral development.

The executive summary was presented during an exclusive interview conducted by CivilNet in July 2021 and the event on September 19, 2021.

The report has been shared on The FUTURE ARMENIAN website. Its various segments have also been developed into videos shared on Social Media and the website.

DOWNLOADS FROM WEBSITE

Reports Published	ENG	ARM	RUS	FRA	Total
Executive summary	230	148	241	15	1 234
Healthcare	47	25	49	3	124
Tourism	60	32	52	2	146
Education	56	12	20	0	88