The Potential of Digital Platforms for Sustainable Development Using the Example of the Arctic Digital Platform 2035

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Abstract. The article deals with the digitalization of society, including the economic sphere. The paper presents the relevance of digital platforms development within the framework of sustainable economic development. Examples of successfully implemented digital platforms in the economy are covered. The role of the state in the development and implementation of digital platforms in public administration is considered. The study of actual proposals from the digital platform Arctic 2035 for strategic sustainable development of the Arctic zone of Russian Federation up to 2035 is carried out. The idea is to demonstrate how the transformation and the assessment of the digital platform into a system of tracking the decision-making process could serve as a tool for sustainable development.

1. Introduction

The concept of "sustainable development" was first introduced in world science and politics in 1987 by the International Commission on Environment and Development (under the leadership of G.H. Brundtland) and implied effective development in the long term, satisfying the needs "here and now" but not affecting the satisfaction of their needs by future generations [1].

One of the main objectives of sustainable development is to meet the most important needs and aspirations of the individual, and it is important to emphasize that this should apply to every citizen. Sustainable development requires that everyone, without exception, should be empowered to meet their needs and aspirations.

Sustainable development is only possible when there is a balance between the market and government regulations. The market does not always work well, nor can it always ensure the social distribution of benefits, in which case public intervention becomes a necessary and inevitable tool to address negative consequences.

In order to maintain sustainable development, one of the most important tasks of the State is to maintain a balance between social justice and economic efficiency. Such balance is a prerequisite for sustainable development.

In this case, the government’s intervention should not remove competition, but rather stimulate it, contribute to the development of a competitive environment, because competition is a necessity for social progress and economic growth, to enhance citizens meeting their potential opportunities. But even
in a competitive environment, raising the standards of living of citizens and ensuring economic stability remains one of the most significant tasks of the state.

Not only economy constitutes sustainable development, but so does ecology and sociology. The consideration of these aspects in a unified system has already become universally recognized.

Sustainable development can also be seen as a change of states, each characterized by its capacity for change. It is in these areas that sustainable development takes shape.

In the most direct way, the development of digital technologies affects sustainable development. So far, we have seen digital technologies transform the traditional relationship between different actors in society, including the state and citizens.

In today’s context with the coronavirus pandemic, we would like to note that it has accelerated the digitalization processes. Thus, on April 7, 2020, the first online forum in the history of Russia on digitalization of business during the pandemic was held – Forum.Digital New Business Reality, organized by the Foundation for the Development of Digital Economy. Speakers' speeches and plenary sessions were held in an online conference mode with broadcast on social networks and the opportunity to ask various questions to speakers [2]. The hot topic of the forum was saving business in the process of accelerated digital transformation. Forum.Digital New Business Reality experts discussed the transition to online sales without risk and loss, the effectiveness of such sales while preserving the workforce during the pandemic, the success of remote work and the creation of homeoffice, the possibility of online services for business owners. There are also many educational digital platforms, which have become very relevant during the period of distance learning, such as Uchi.ru (conducting online lessons for junior grades); online school Foxford (providing users with access to training programs, conducting remote live broadcast, creating various free online courses); educational portal GeekBrains from Mail.ru Group, for those who dream to create a career in IT and digital spheres (providing educational courses and programs).

2. Digital Platforms and their Role in the Digital Economy

The process of digitalization of the whole society has popularized the term "platform" widely used in the IT sphere, and even now, platforms are being created and implemented everywhere, going beyond IT companies.

The digital segment of the economy is being actively developed and consolidated in countries at the legislative level. For instance, in December, 2016 the president of Russia instructed the federal assembly to prepare a program for the development of digital economy [3]. The national program "Digital economy" is planned to create Russian platforms in various fields, such as medicine, construction, agriculture, industry, small business and so on. One of the target indicators of the program is the successful functioning of at least 10 industry (industrial) digital platforms for major subject areas of the economy by 2024.

Digital platforms are becoming necessary not only in telecommunication, high-tech markets, but also within the framework of sustainable development. The pace of life on the planet is changing as fast as digital technologies are progressing. Sustainable development must meet the people’s needs through the use of the latest tools, one of which are digital platforms. Platforms, as a revolutionary business model, not only changes the mindset of citizens, but also modifies long-established principles of the economy.

Let's consider the concept of a digital platform. In economy, a platform is ensuring digitally interactions between suppliers and consumers for the purpose of effective reduction of transit costs. For example, at searching for partners, services, the organization of payments, etc. The platform accelerates a value exchange between two and more persons, provides the control and an estimation of results, and in extremely necessary cases can act as the primary intermediary in a dispute between the consumer and the supplier. Creation of innovative effective economic instruments - digital platforms - is one of the conditions for sustainable economic development.

There are many platforms that ensure sustainable development at the global level. For example, the Uber platform organizes independent interaction between a taxi driver and a passenger, is available in
70 countries and is popular due to its convenient use through a mobile application. Airbnb platform helps to rent a place anywhere in the world, offers a flexible and controlled scheme of interaction between landlords and tenants. It is really important to note that the platform, due to the digital era, is influencing changes in existing economic laws and is trusted by nations that endorse shared economy services. The Upwork platform, which is widely used in the USA, provides interaction between tenants and freelancers. The Kickstarter platform is designed for authors of innovative ideas who lack the means to promote their products and services. And many other digital platforms that directly affect the transformation of the economy.

The ShareTheMeal platform deserves special attention in the context of achieving one of the greatest goals of sustainable development - a world without hunger. According to various statistics, 821 million people on Earth are hungry, which is an integral part of the overall world poverty rate. Hunger also leads to the development of many diseases and reduces the quality of human life. All this should be eliminated in totally, not partially, in the perspective until 2030, according to the adopted goal of the UN General Assembly [4]. The UN World Food Program launched a digital platform in 2015, based on the function of donations for different purposes (from school feeding programs in hungry countries to a one-time daily donation of 50 cents per lunch) [5]. Platform principles such as mobility, openness and accessibility of information and extensive media coverage make ShareTheMeal a highly effective tool for sustainable development. For instance, by 14 April 2020, 58,588,029 people had made a donation to help the undernourished; an emergency operation to feed 1 million people was successfully completed after the declaration of hunger throughout South Sudan in February 2017; 8,000 children in Haiti will be receiving good nutrition in the coming school year and many other real facts and figures can be tracked on ShareTheMeal [5].

3. Digital Platforms in the Digitalization of Public Administration

Within the state, according to N.A. Baranov, the digital platform is a source of open data collected for the feedback of the authorities with the population and the creation of state economic policy [6]. The author also gives another definition of the digital platform, which was given by B.M. Glazkov. He defines the concept of digital platform in the broad sense as a system of mutually beneficial algorithmic relationships of the required number of independent participants in a particular field of activity, implemented in a single information system (digital technology application) [6]. Based on the above, it can be established that the digital platform implies collection of population data and feedback from the state on the basis of digital technologies.

The possibilities of digital platforms in the sector of public administration require additional analysis and study, because unlike business, public administration has a different specificity in the implementation of programs. However, in the future the goals of the state and business coincide, and they concern the interaction with consumers and improvement of the quality of services [7].

What is the role of the state in creating and developing global digital platforms? First of all, the state needs to provide conditions for the successful development of these platforms and control the legitimacy of actions of all parties. There is also a need to adopt appropriate legislation to ensure the safety of users, as the question of the legitimacy of data collection and processing remains open. Now there is already an operational model regarding personal data. For instance, General Data Protection Regulation in European Union (GDPR), which simplifies legal framework for the International economic relations and helps citizens to control their own personal data. In addition, the government is aware of the need for interaction between authorities, businesses, scientific, educational and expert communities for sustainable development and is making efforts for this interaction.

In order to create the conditions and develop digitalization, each country's government focuses on encouraging users of digital solutions [8]. It is about supporting development and research, implementation and even export of the products and services received. At the same time, part of the national programs is aimed at supporting small and medium-sized businesses in such ways as technology transfer, search for counteragents, assistance in finding sponsorships, one-time financial assistance, and others.
Many countries are actively focused on the introduction of digital platforms under the concept of a single information service web-ecosystem of the state - GovWeb. Rating of e-government of the UN Department of Economic and Social Affairs (DESA), published every two years as part of the transformation into a sustainable society, shows the success of the concept of e-government in the world. For example, according to the Online Service Index (OSI) for 2018, countries such as Austria, Spain, Sweden, Russia and many others already hold a position Very High [9]. Countries are not standing still in the development of electronic government platforms and are converting government services digitally in an uneven pace. There are many successfully launched online government service delivery platforms around the world, such as MyGov.in India, the municipal platform NYC.gov in New York, the single portal for government services Gosuslugi.ru in Russia, and others. In 2020, a new rating will be published on the UN DESA website, and it will be possible to track the dynamics of online services of the world's states.

In the coming years, the creation and implementation of the concept of a unified e-government in many countries will launch a new management activity of states, improve the quality of public administration through automation and provision of remote access to users. The possibilities of interaction between citizens and the state will be expanded by creating applications that work on the basis of such a system GovWeb. The main potential for transformation into a single information and service ecosystem of the state is the creation of high-quality user experience of interaction between citizens and the state through the Internet and optimization of public expenditures through the development of the ecosystem architecture and the reused solutions.

The e-government of Australia and Great Britain serve as examples of a unified Internet environment for government websites and services. They provide single portals with access to any web resource of all government departments. Through a common, easy-to-use navigation system, it is easy for citizens to get the information they need and go to the right web resource. All information is structured and presented in a user-friendly language. It is just as easy to get advice on any matter and get feedback. Through these e-government portals, citizens are supported to assess the provision of e-government services, which allows even more improvement to the portals. Andrew Chadwick defines the idea of e-government most accurately in the world: "There are also different national interpretations of the term, though it undoubtedly crosses borders with remarkable ease, making it arguably one of the fastest-spreading public-sector reform ideas in history" [10]. Currently, the idea of transformation of public administration is being implemented almost everywhere in the world.

Digital platforms based on e-governance address emerging citizen concerns. Thus, during the COVID-19 pandemic, the Australian government through the digital portal ATO (Australian Taxation Office), as part of financial support for business from March 30, 2020, is implementing a program JobKeeper, aimed at preserving jobs in Australia at a high risk to businesses due to coronavirus [11]. The procedure is clearly structured in sections for both employers and workers. The availability of information set out in a clear procedure can be considered an important performance indicator of the effectiveness of the digital public platform based on Australia’s e-government.

Although Australia was one of the first countries to digitize public services and still innovates online, there is room for improvement in the concept of e-government. For example, Fergus Hanson, Director of the International Cyber Policy Centre, Arvo Ott and Jelizzaveta Krenjova argue that the Australian government, together with the states and municipalities, should develop and implement a model that combines all services of the three levels of government, aimed at quality processing of citizens' data, reducing the cost of business transactions and smooth interaction between citizens and the government [12].

However, it should not be forgotten that there are such problems in the world as local absence of the Internet in many countries; lack of transformation of the offline mechanism of public administration from the traditional type to the modern one; citizens' distrust of digital data processing and many others, which should be comprehensively eliminated within the framework of sustainable development, especially development of the digital economy.
4. Arctic 2035: Digital Platform in the Context of Regional Sustainable Development

In recent years, digital platforms at the federal and regional levels have been created in Russia, which not only stand at the same level as the platforms of other leading countries but have become patterns for other states. Thus, within the framework of regional sustainable development it is worth mentioning the newest digital platform, the Arctic 2035, which is a portal to collect ideas for the mega-project "Arctic 2035", developed jointly by the Ministry of the Russian Federation for the Development of the Far East and the Arctic and the Project Office for Arctic Development [13].

The digital literacy of web users is growing as rapidly as the capabilities of digital technologies. Citizens are increasingly interested in the open participation of regional development through the network. Forums, chats, and social networks are falling into the background, and real resources are emerging that allow citizens to be involved in strategic regional development projects at all stages.

The Arctic 2035 digital platform is a bank of ideas. It creates an independent information field around itself and attracts interest in the development of a national strategy for the spatial development of the macro-region of experts and the public. The Arctic 2035 strategy may become the first document of the Russian ministry to receive broad public support from below: from citizens.

The platform was launched in August 26, 2019 and over the 75 days of its operation it collected 656 ideas on regional development of the Russian Federation's filling stations. The collected ideas can be found on the website of this project, they are structured by regions of the Russian Arctic zone and types of proposals. The largest number of ideas came from the Murmansk region and the Republic of Sakha (Yakutia). There were 112 proposals on economic development issues. Through a special form of the portal - a digital platform – users had a direct opportunity to leave their proposals on the development of the regions of the Russian Arctic zone.

Table 1. Indicators of collected proposals by Russian Arctic zone regions and leading areas among the proposals

| Region                          | Infrastructure | Economy | Tourism |
|---------------------------------|----------------|---------|---------|
| Arkhangelsk area                | 10             | 15      | 5       |
| Krasnoyarsk region              | 13             | 16      | 9       |
| Murmansk area                   | 10             | 15      | 6       |
| Nenets Autonomous area          | 7              | 7       | 1       |
| Republic of Karelia              | 4              | 4       | 3       |
| Komi Republic                   | 5              | 5       | 2       |
| Saha Republic                   | 19             | 18      | 2       |
| Arctic Ocean                    | 5              | -       | -       |
| Chukotksky Autonomous area      | 4              | 2       | 4       |
| Yamalo-Nenetsky Autonomous area | 9              | 1       | 4       |

The digital platform of the mega-project "Arctic 2035" is not only a collection of ideas of citizens, it is an expanded multifunctional platform, uniting residents and experts with one goal: develop the Arctic, prepare the best version of the state’s document of strategic development, and discuss each proposed idea together. Interested citizens are the key to an efficient economy. User activity can also be traced in the social networks of the mega-project. For instance, after a short period of time the digital platform functioning, 450,000 people saw the collected ideas on the development of the Arctic zone of the Russian Federation on the pages of social networks of the megaproject, and 12,175 people appreciated the ideas and took part in discussions. Videos about the Strategic Sessions were watched by 552,611 people, for 40 days 300 people signed up for the mailing list of the platform, and Vladimir Markov's idea to establish a corporation to manage the river fleet in the Arctic was watched by 20,000 people.
Statistics, user activity in the discussion, the growing interest of citizens - all this and not only allows us to conclude that the digital platform of the mega-project "Arctic 2035" is a successful tool for the project. To attract new ideas, the project has created its own ecosystem of information field. Many press conferences and strategic sessions were held with the ministry, the authorities of the subjects and experts. These events were widely covered in mass media and served as a landmark for the expert community. Phased discussion by users is intertwined with reports from past events in an accessible format, announcements and discussions of opinion leaders in the media space. Discussions were also held in urban communities, on YouTube and in comments on the project's social networks. The project of convenient mailing twice a week was also successfully launched. In this way, the mass involvement of citizens in the mega-project takes place.

Within the framework of the economy of sustainable development, it is worth noting one of the most interesting ideas proposed - the cluster approach to the development of the territory's economy. It is suggested that the existing preferences applied to investors in the territories of advanced development should be used in respect of investors implementing projects within the framework of the territory's cluster development programs, as at present it is difficult to implement large-scale investment projects that diversify the economy in isolation from the city-forming organization. A similar interesting idea of the platform is the measures of state support for investment projects in the Arctic. The first step at the legislative level has already been taken: on March 19, 2020 the President of the Russian Federation signed the Federal Law on tax benefits for investors in the Artic zone of the Russian Federation. Another interesting idea, which is important to note in this article, is aimed at the universal construction of year-round greenhouses in Arctic villages. If the idea is successfully implemented, canteens of children's institutions will be provided with fresh vegetables and greens, stores will sell fresh ecological products, and new jobs will appear for small and medium businesses. The idea is fully aimed at improving the quality of life of Arctic residents. Many other ideas can be found right now in the public domain at arctic2035.com [13].

Now, the question is about what the next stages of citizen engagement, namely the "fate" of the ideas collected: the stage of implementation, monitoring the implementation of proposals, and evaluating results. In the future, as part of the Arctic development strategy, the created information ecosystem will be adapted to new goals, and those already collected will have their own logical continuation and implementation. Each collected idea should undergo additional moderation by the project teams and be prepared in separate mini projects for implementation. A new approach is needed to transform the digital platform into a clear digital system for tracking decision making with the involvement of citizens at all stages.

Idea-gathering functions will now have a regional meaning: each resident of the Arctic Region will be able to withdraw his or her suggestions for a given template during new stages. Templates will be pre-defined as part of the strategy document, and the best ideas will be discussed and modeled live by experts at an appointed time. Broadcasts will focus on current stage agendas and the best ideas for the digital platform. User activity will continue to be visible in broadcast discussions, distribution of information (reposting), "like" marks (likes), voting for ideas, etc. In addition, the platform will be able to get an interactive map of the Artic zone or the Russian Federation, where proposals for the implementation of ideas will be marked after the experts' discussion. Directly on the map, users will be able to see where the most predictable success of the implementation of a particular idea. On the basis of this in the future it will be possible to identify a new index.

A very important stage will be the implementation of a tool for citizens' feedback with public authorities, a tool to control the decision-making process and a tool to assess the obtained results. Openness of information at all stages of regional development will be considered one of the most important indicators of the effectiveness of any strategic regional development projects.

5. Conclusion
To sum up, digital platforms for sustainable development are not just another fashion trend, but an instrument of real transformation of industries and even society in favor of fair and transparent
competition based on state digital regulation. We can safely assume that the presented platform approach, in case of interaction of organizational, legal and technological mechanisms, will produce tangible social and economic benefits for the whole society and will fully justify any costs that are necessary for the process of digital transformation.

Unfortunately, various risks cannot be avoided. At the current stage, the introduction of digital platform solutions for the development of the digital economy implies risks of material and moral damage from the illegal use of information, especially regarding the protection of personal data of citizens. Experts point out the high probability of technological risks, which entail problems of cyber security in general. Personal data of citizens, such as financial data, biometric data require specific legal and technological protection.

Finally, it can be concluded that digital technologies, including digital platforms, are at the stage of active development in the Russian economy. In the future, if risks are prevented in a comprehensive manner, they will be able to become one of the most important indicators of sustainable development efficiency in the world. The research shows that the transition to a digital economy brings fundamental changes to the government administration, the system of relations within the society, the state, businesses and launches sustainable development in the world.

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