

ARMENIA  
2021-2041



2021

ANNUAL  
REPORT

# JAN

- Futures Studio discussions
- McKinsey kick off

# MAR

- Distribution of 10 Goals within 1 000 experts
- Feedback from more than 300 individuals on 10 Goals

# MAY

- Start of offline meetings with communities in Armenia and abroad
- Advertising campaigns

# JUL

- Second big offline meeting of Co-Initiators with the youth

# SEP

- "From Armenia 2020 to Armenia 2041" event

# NOV

- Restructuring of the Initiative
- LinkedIn second campaign

# FEB

- Development of 10 Goals

# APR

- Finalization of 15 Goals
- The FUTURE ARMENIAN website launch
- Social Media channels' launch

# JUN

- Call to action campaign launch
- Publishment of analytical reports on 15 Goals
- First big offline meeting of Co-Initiators with the youth

# AUG

- LinkedIn campaign

# OCT

- Publishment of "Armenia 2021 – 2041" report
- The FUTURE ARMENIAN website rebranding kick off

# DEC

- The FUTURE ARMENIAN new website launch

phase 2 goal  
**30 000**  
 Signatories reached

phase 1 goal  
**10 000**  
 Signatories reached

phase 3 goal  
**100 000**  
 Signatories reached

# EXECUTIVE SUMMARY

During the first year of its existence, ARMENIA 2041 has searched for its purpose and objective on the backdrop of challenging international and national realities. After the difficulties caused by the pandemic and 44-day war, the organization launched its vision around “securing Armenia’s future collectively” which encapsulates current realities but most importantly utilizes the future as an element to give meaning and unify all efforts.

The organization was able to design and launch The FUTURE ARMENIAN as an initiative that explained what the future could look like and goals around which collaboration could occur.

In parallel, it also continued its efforts to shape its structure to enable this vision based on values and principles that would allow its growth into a platform organization with its own projects as well as alignments and affiliations.

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# 1 EARLY STAGE DISCUSSIONS

# EARLY STAGE DISCUSSIONS

ARMENIA2041 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 on weekends 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 108 500 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.

**108 813**  
**SIGNATORIES**

**107**  
**COUNTRIES**

• USA 3%

• FRANCE 1%

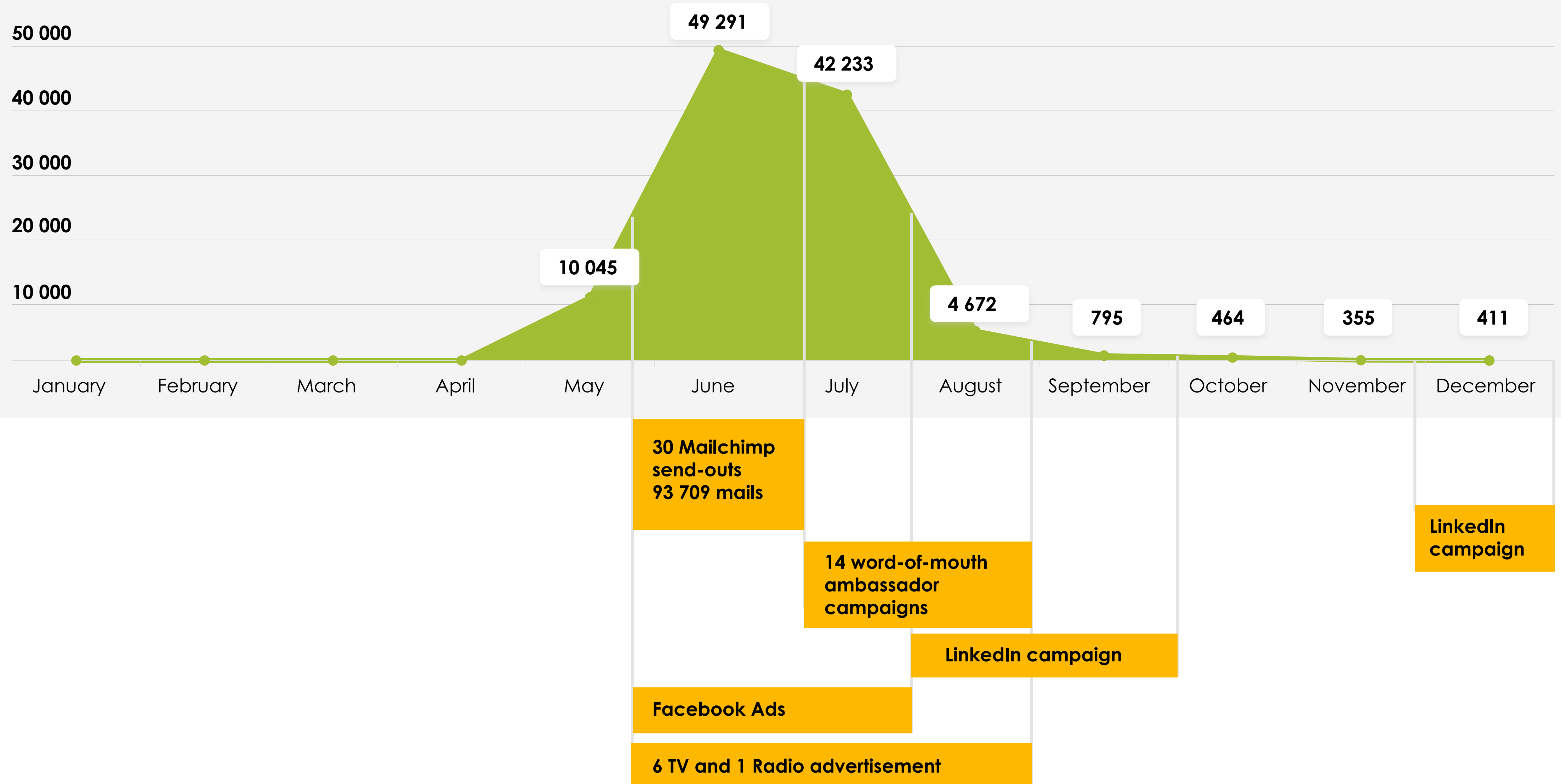
• ARMENIA 74%

• RUSSIA 19%

• OTHER 4%

# SIGNATORIES

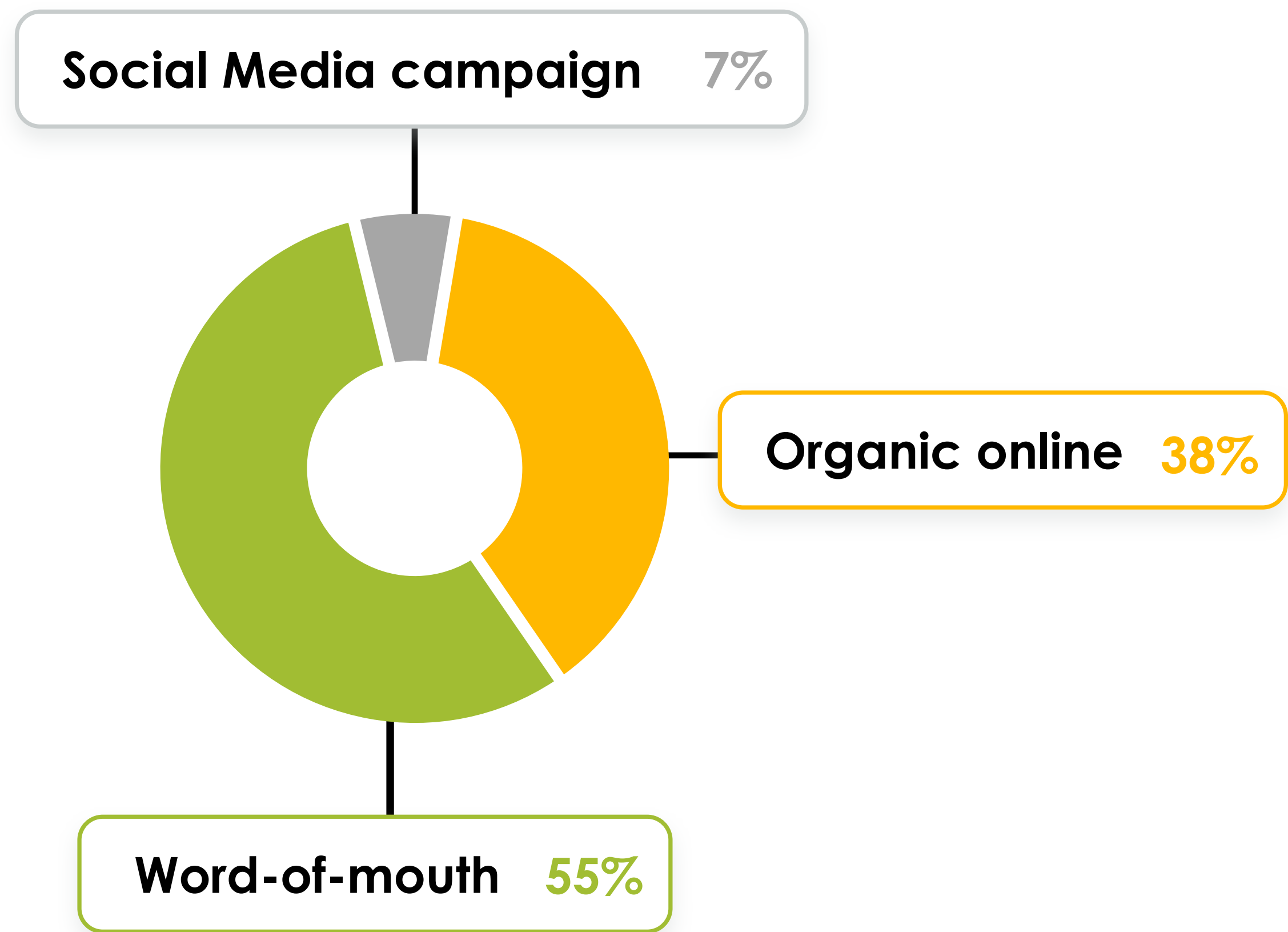
## TIMELINE AND CAMPAIGNS



# SIGNATORIES

## GENERAL OVERVIEW

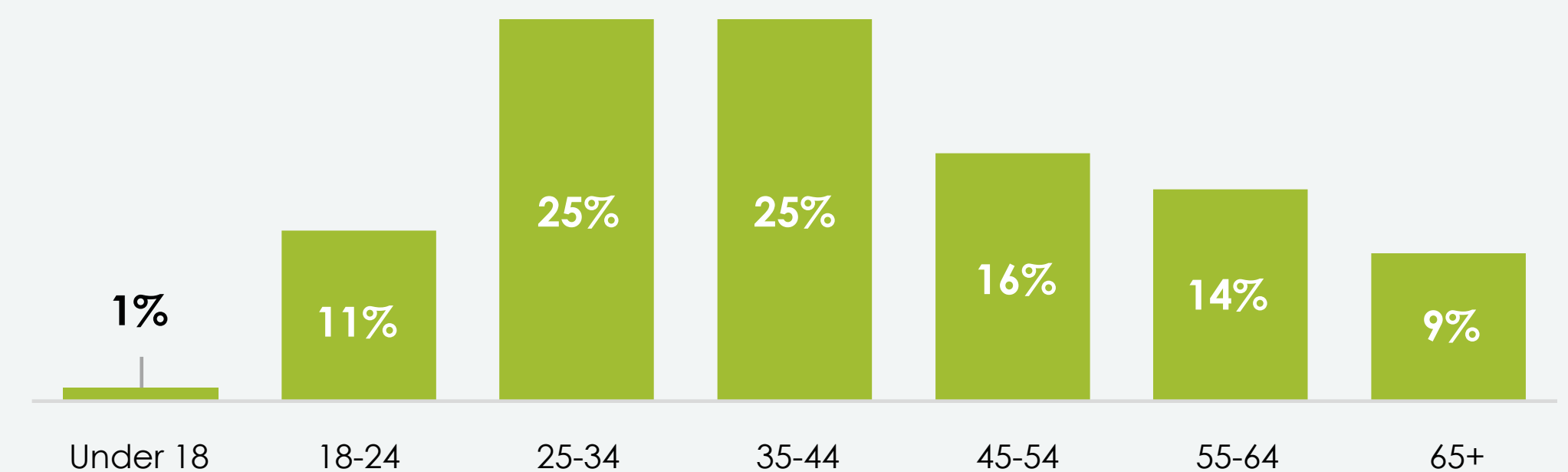
MORE THAN HALF OF THE SIGNATORY INFLOW COMES FROM **WORD-OF-MOUTH** CAMPAIGN



## GENDER DISTRIBUTION



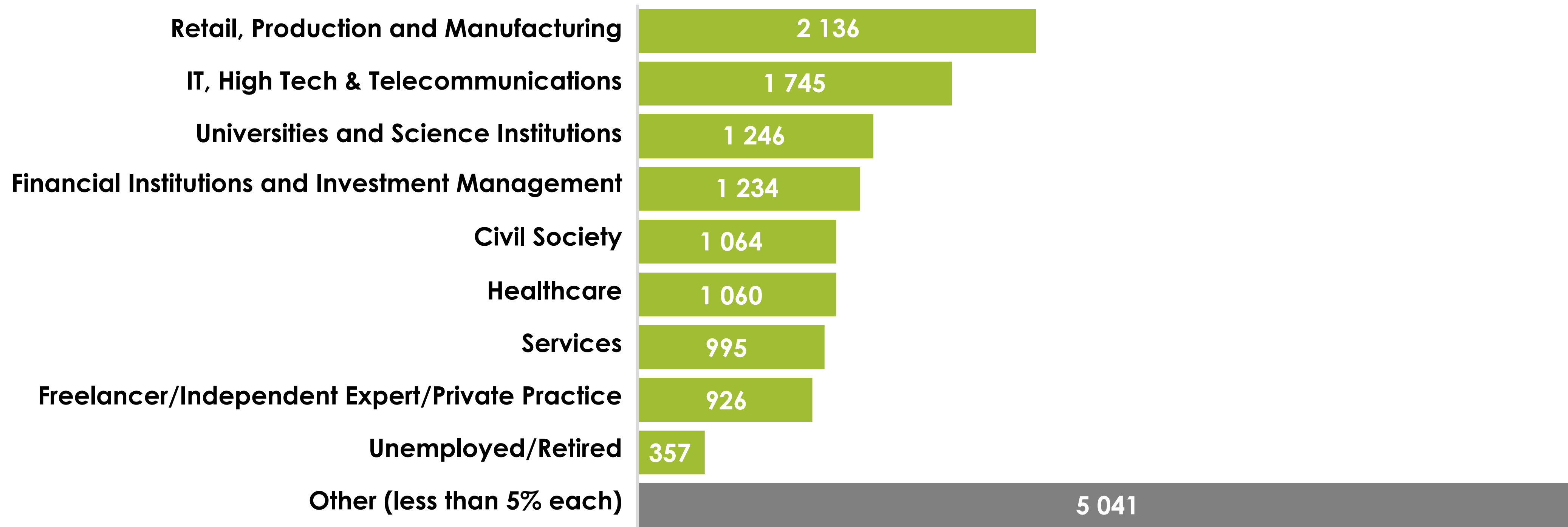
## AGE DISTRIBUTION



# 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

# 8 1 0

## EXPERTS

517 Working Experts

164 Professionals

112 Young Talents

17 Top Stars

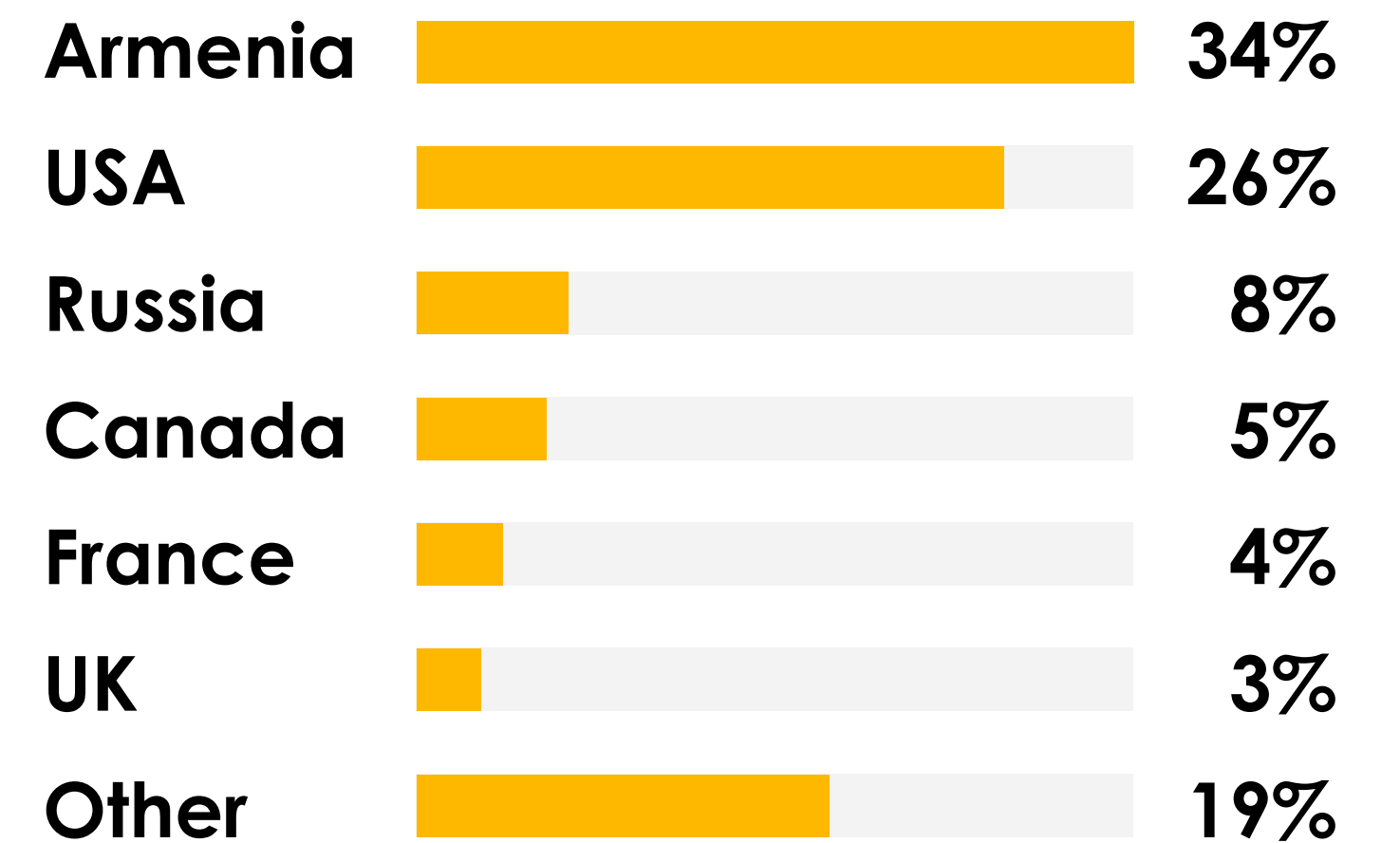
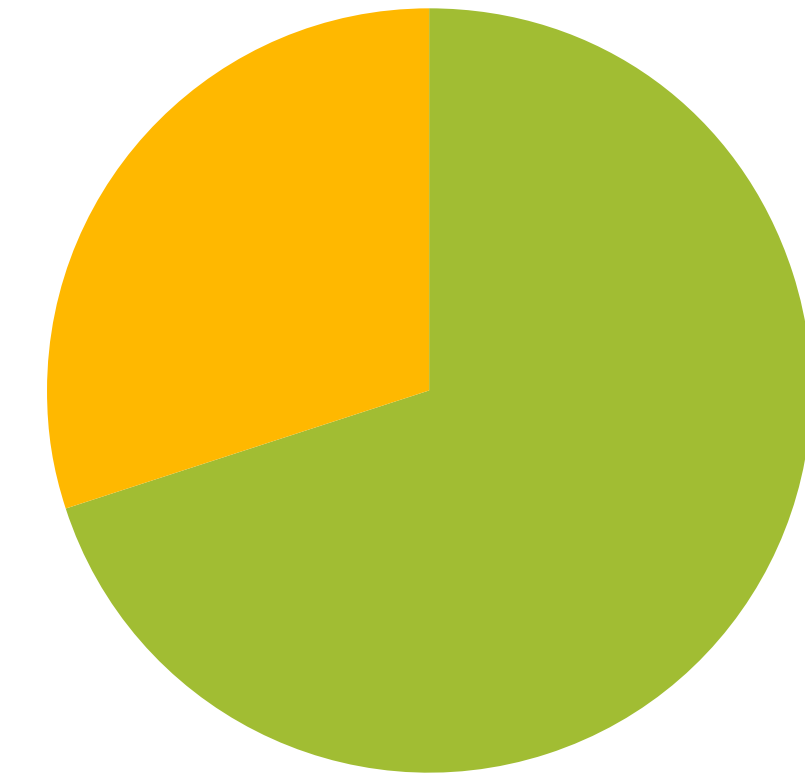
The profiles were assessed based on  
(1) educational background  
(2) experience in the sphere  
(3) place of current occupation

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**



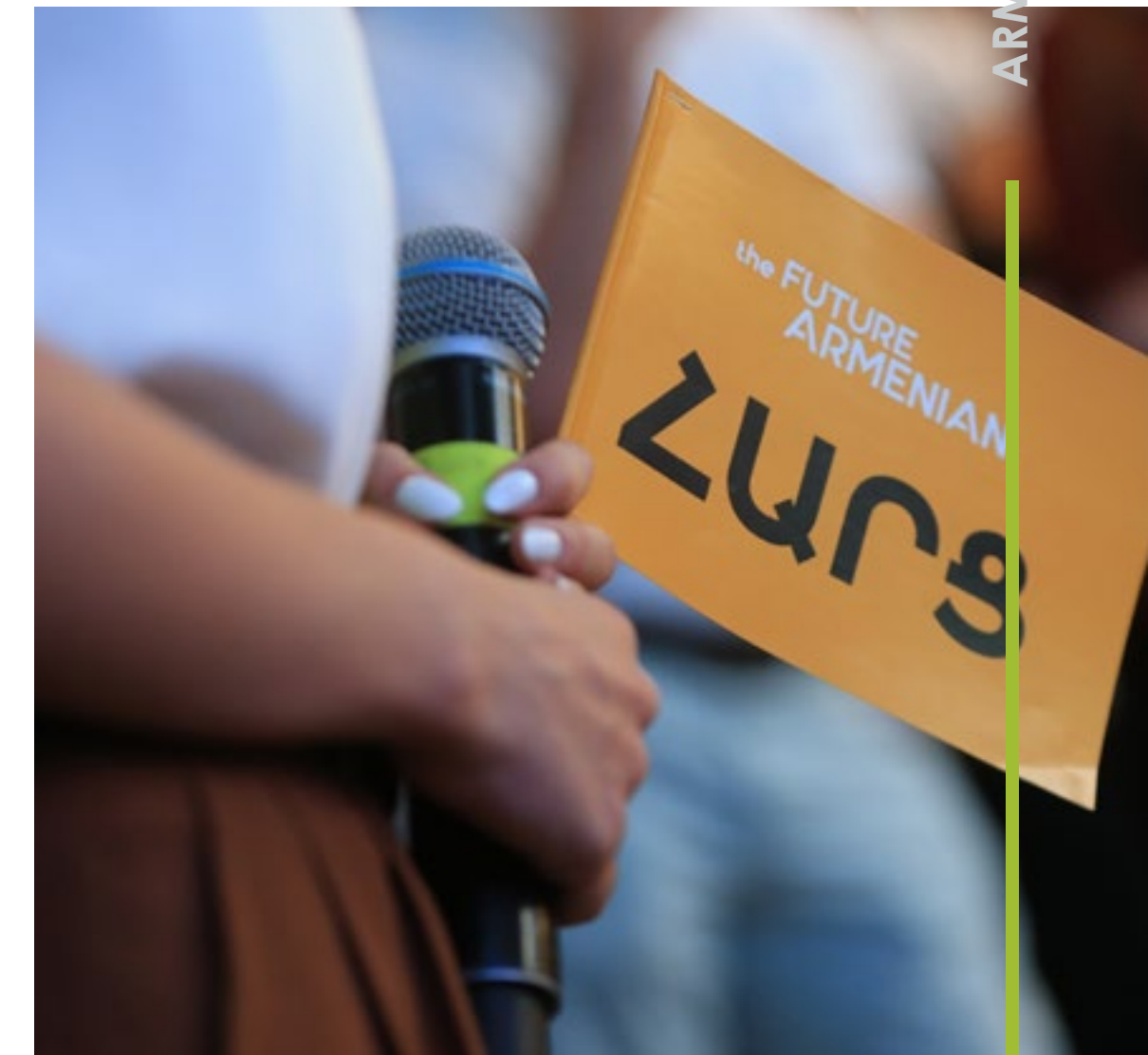
# 2.2 DISCUSSIONS



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](http://www.futurearmenian.com) website.



**46** **26**  
**ONLINE** **OFFLINE**  
**DISCUSSIONS**



# OFFLINE DISCUSSIONS

## LOCATION

### ARMENIA

Yerevan, Dilijan, Gyumri, Vanadzor

15

### RUSSIA

Moscow, Nizhny Novgorod, Yekaterinburg, Tyumen

9

### GEORGIA

Tbilisi

1

### ITALY

Rome

1

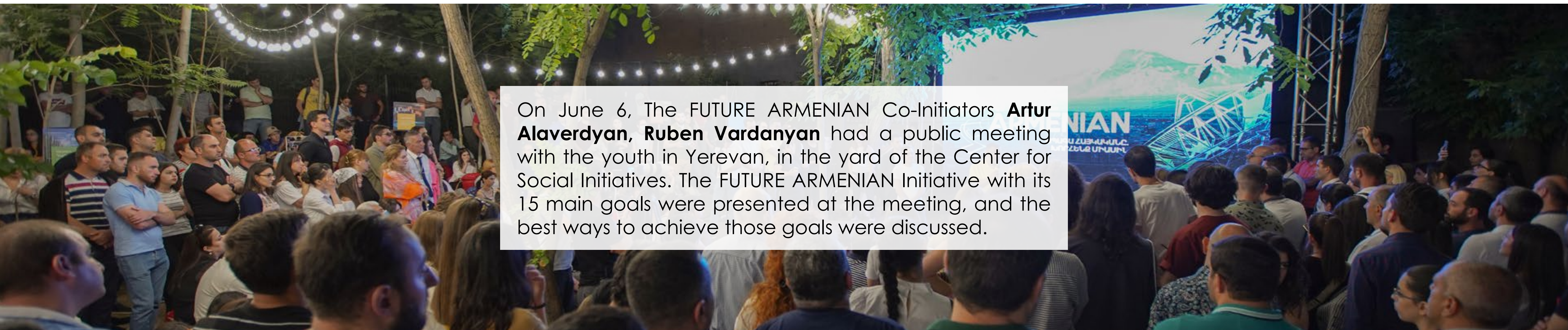
# ONLINE DISCUSSIONS

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

**2000**  
**REPRESENTATIVES**

from development agencies of Armenia

**475000**  
**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**

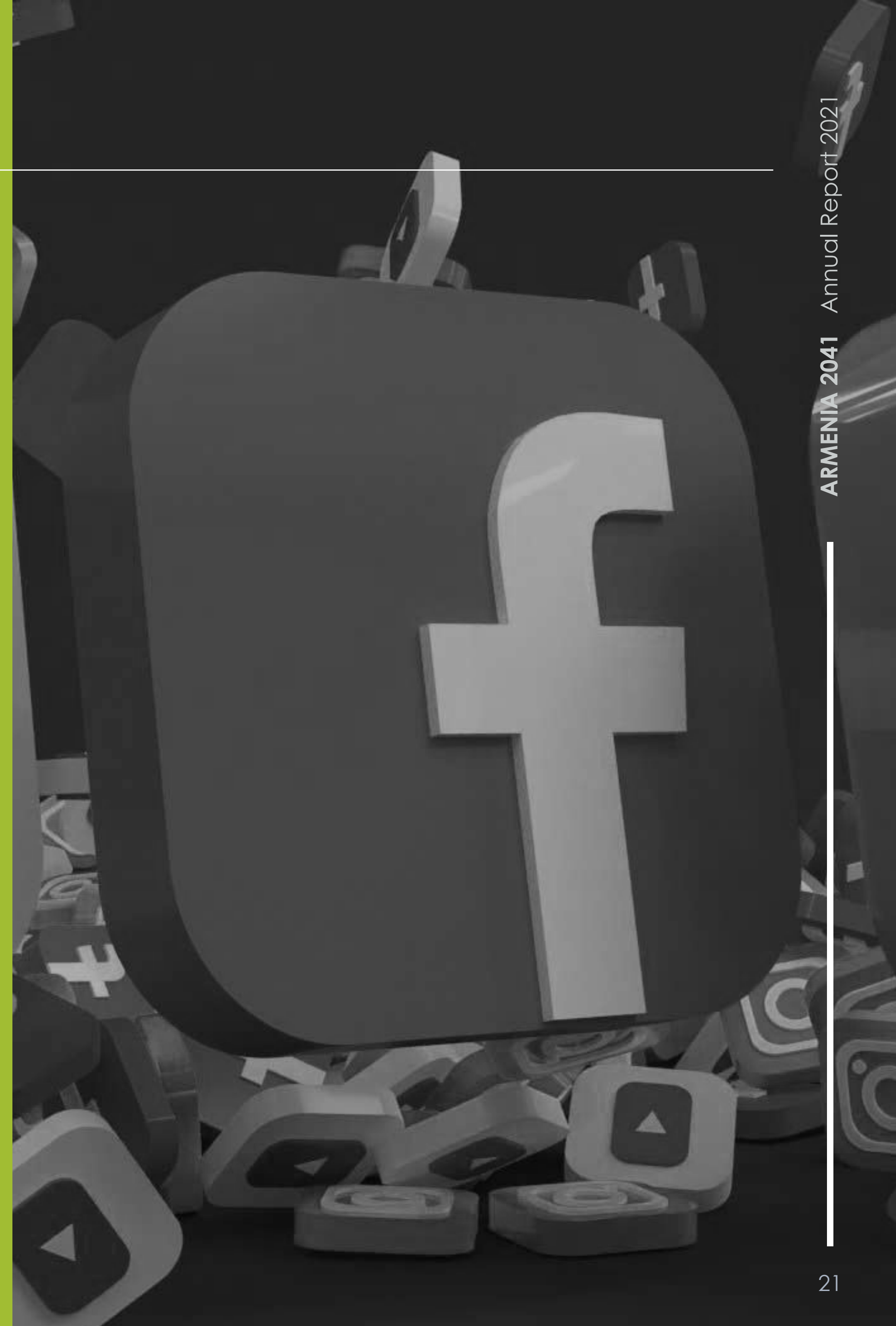
Total engagement **2 431**

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

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2.3

# SOCIAL MEDIA



# SOCIAL MEDIA

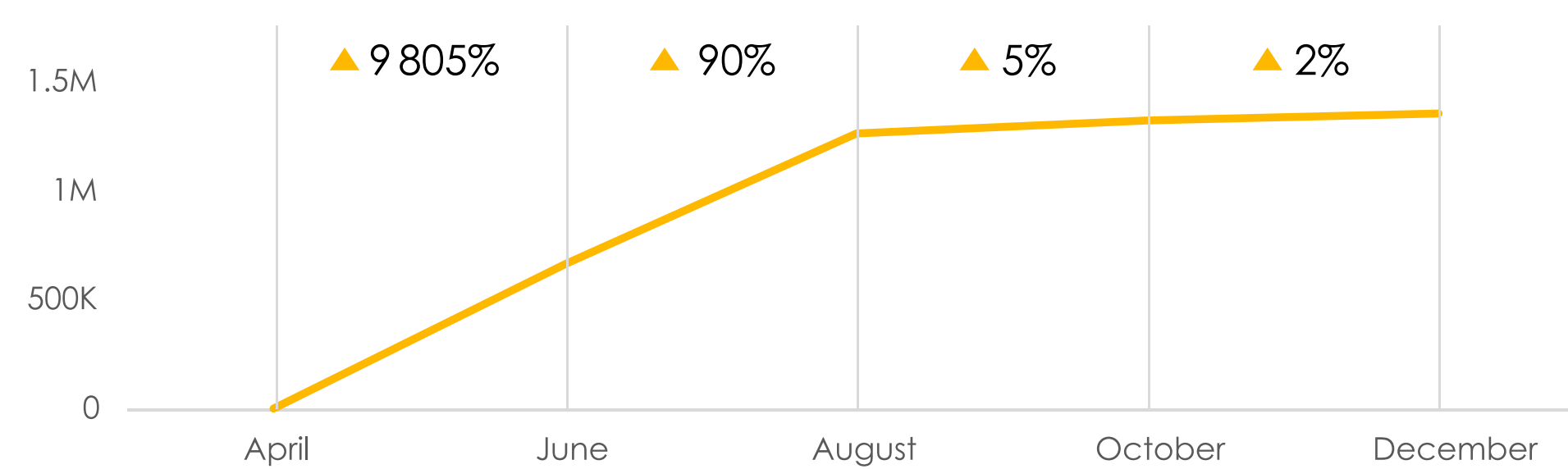
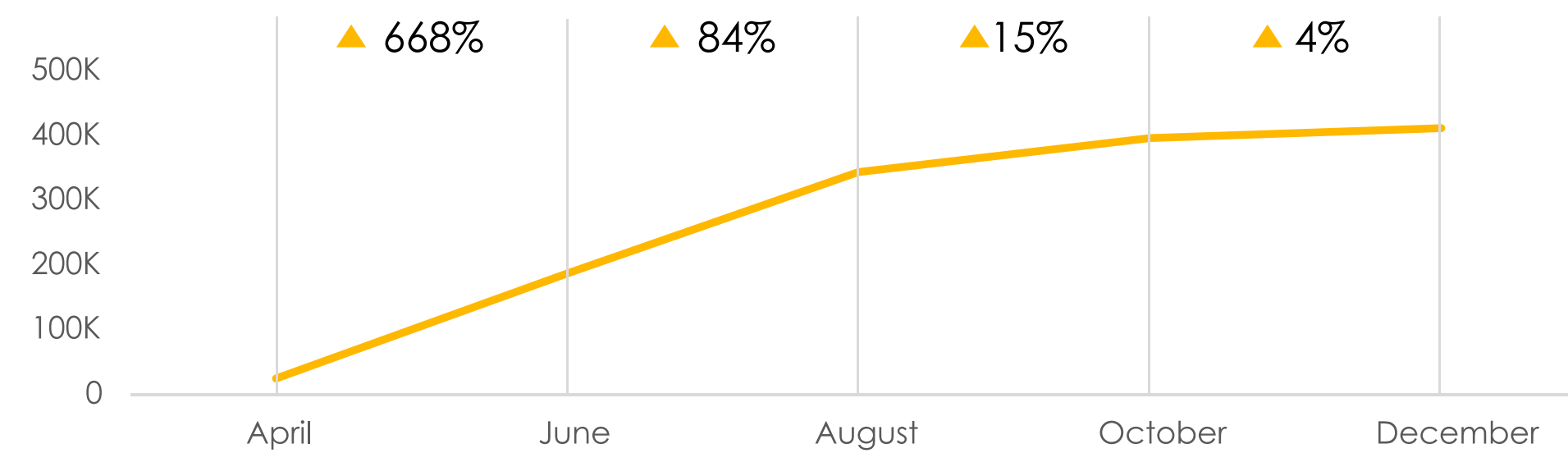
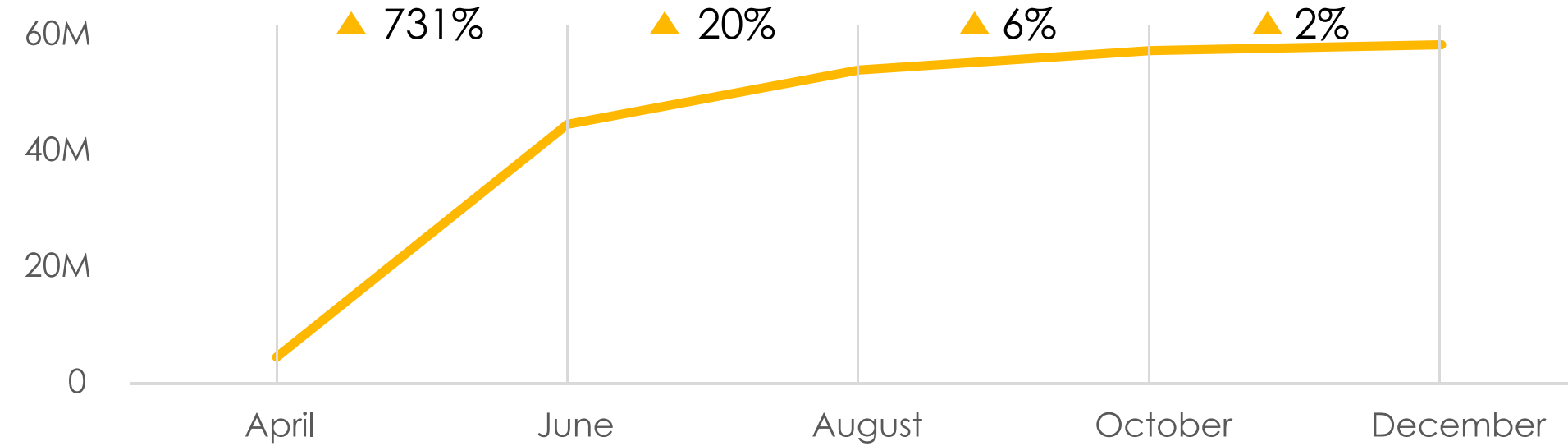
## NET FOLLOWERS GROWTH

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

# SOCIAL MEDIA PERFORMANCE SUMMARY

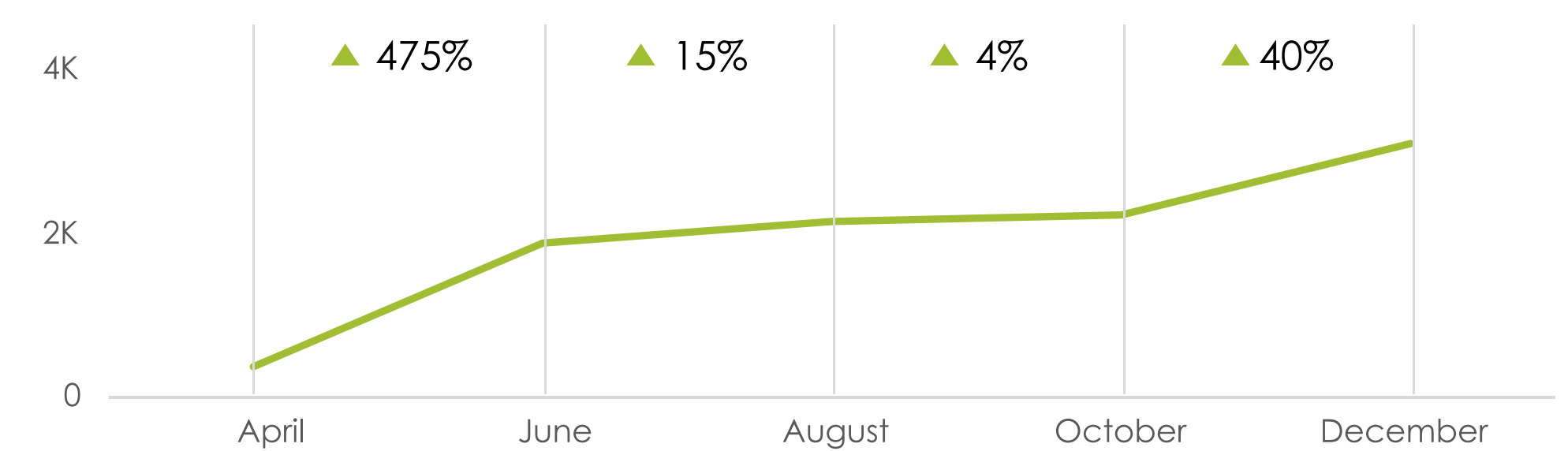
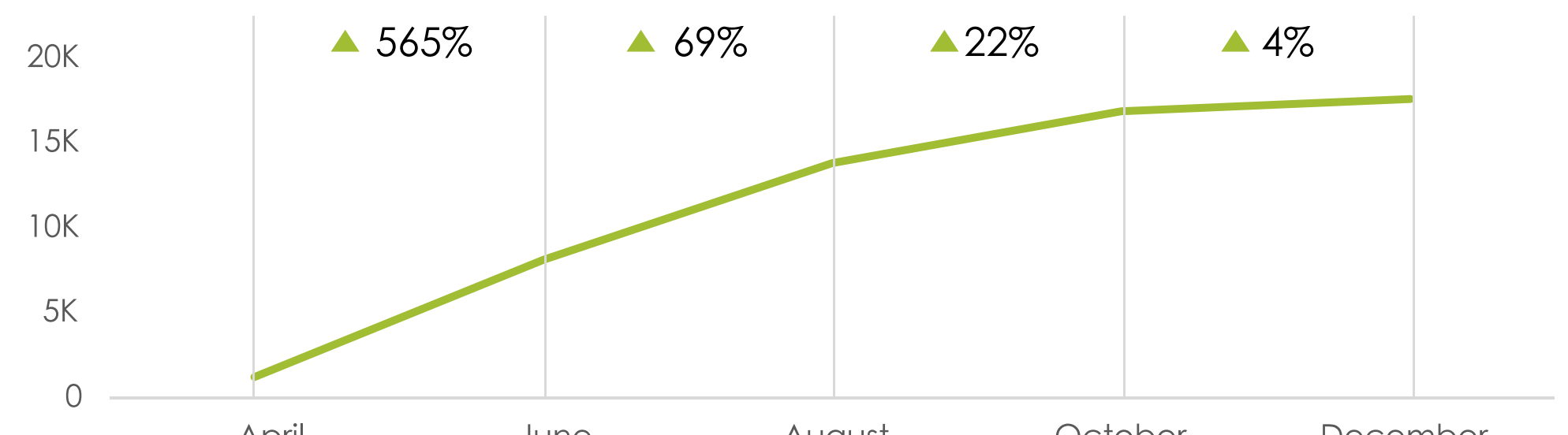
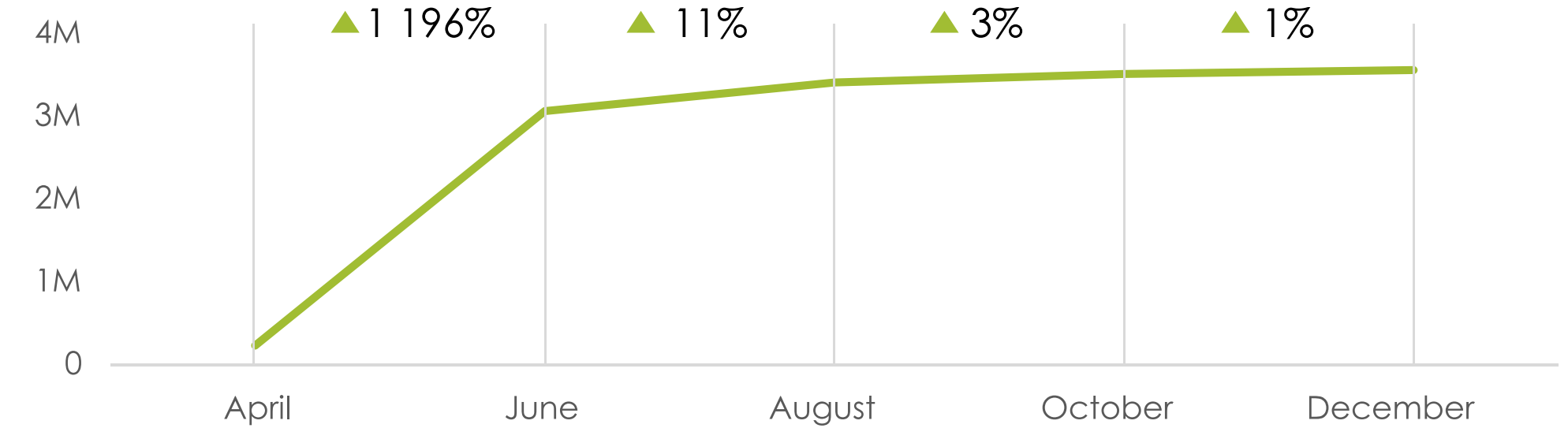


**Total Impressions (by month)**



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 2021-2041 launch announcement**

Total engagement **672**



**Noubar Afeyan Calls to Join The FUTURE ARMENIAN Initiative**

Total engagement **522**

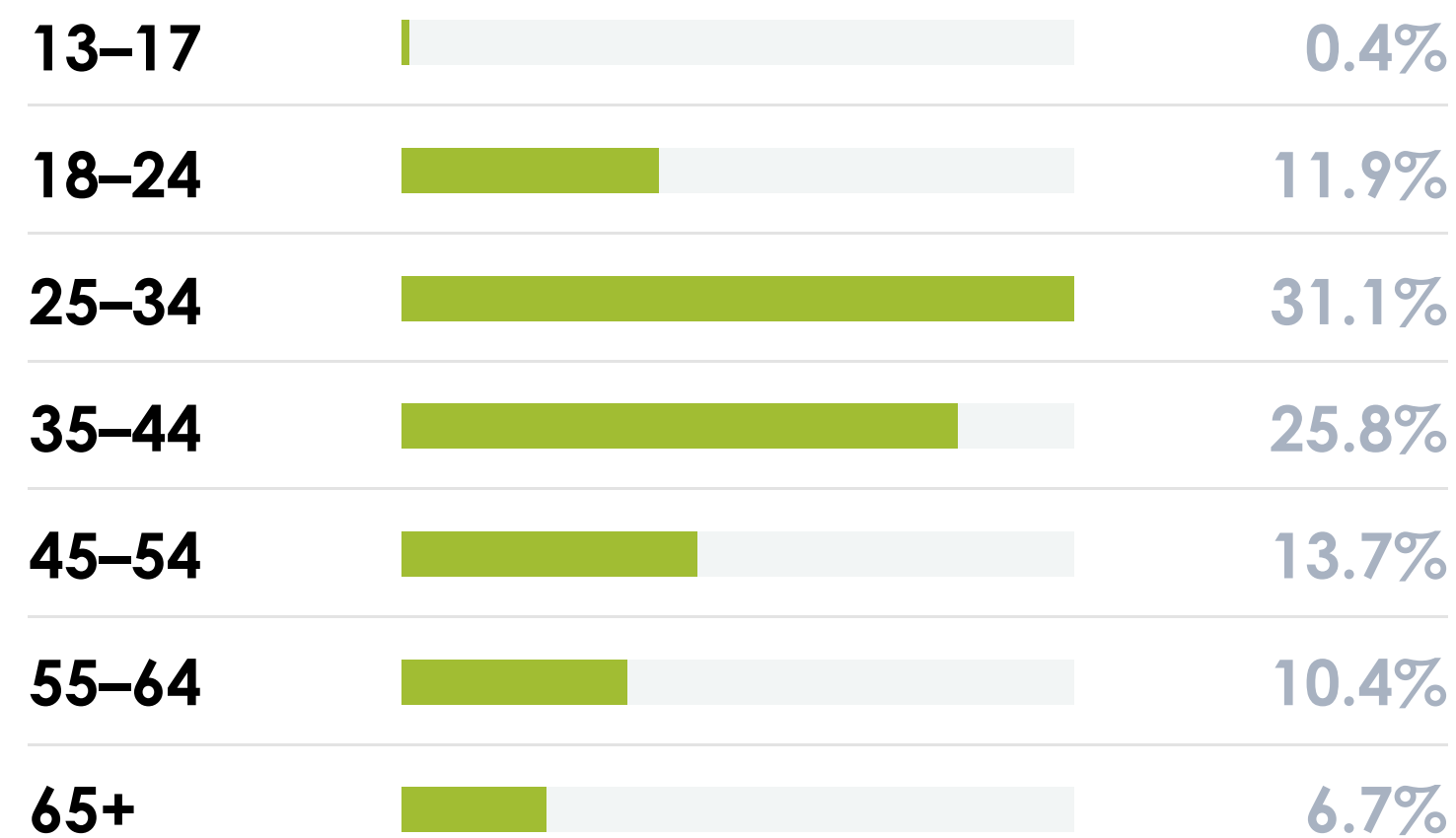


# SOCIAL MEDIA AUDIENCE DEMOGRAPHIC

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

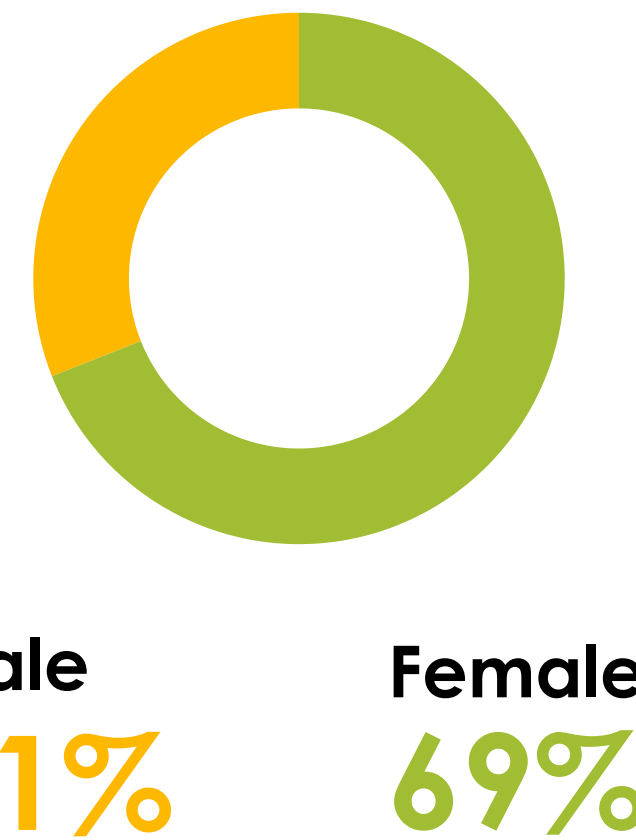
## Facebook Audience by Age

Total by all pages



## Facebook Audience by Gender

Total by all pages



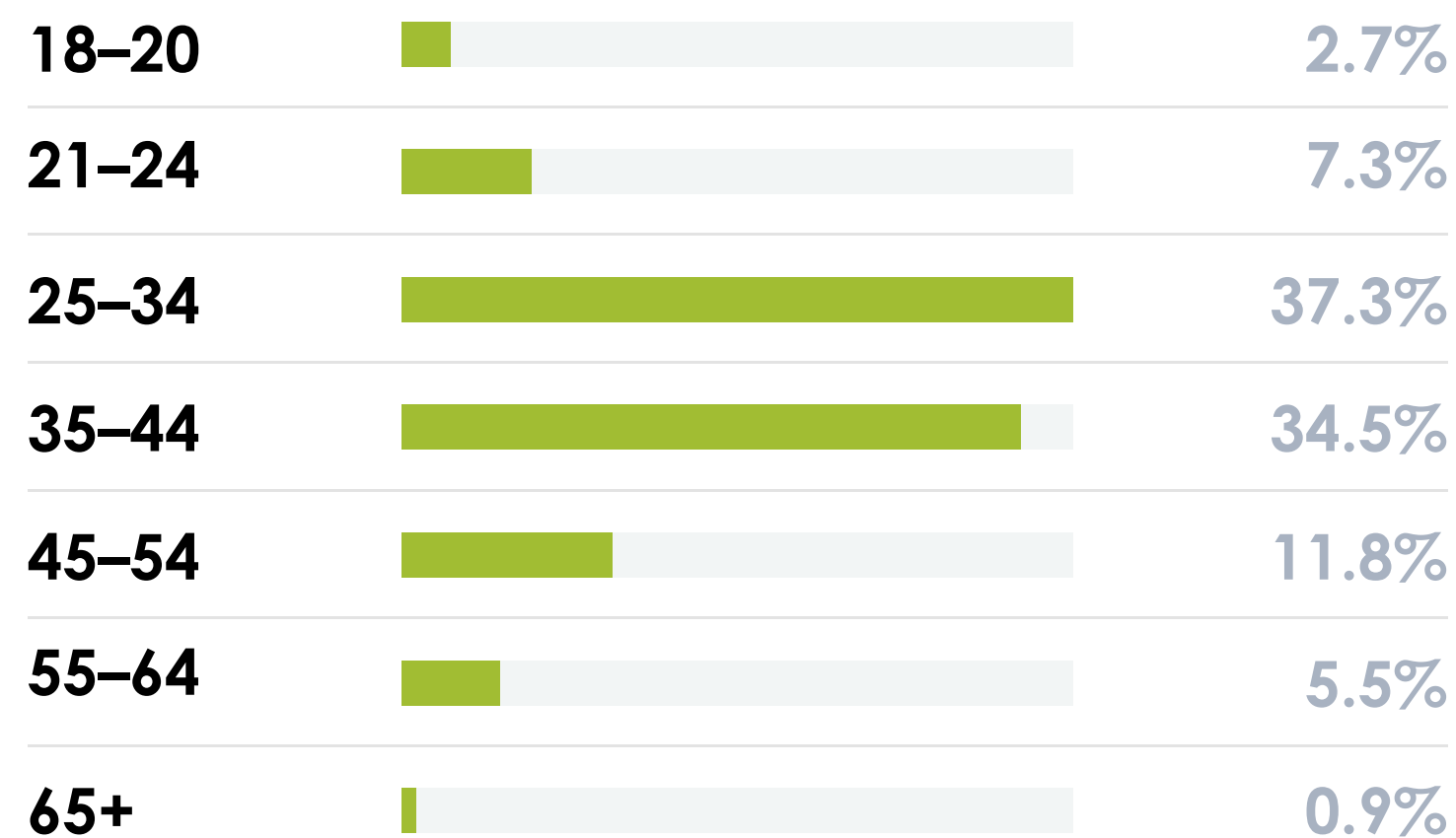
## Facebook Top Countries

Total by all pages

Armenia	75 906
Georgia	12 546
Russia	7 315
USA	3 338
France	1 566

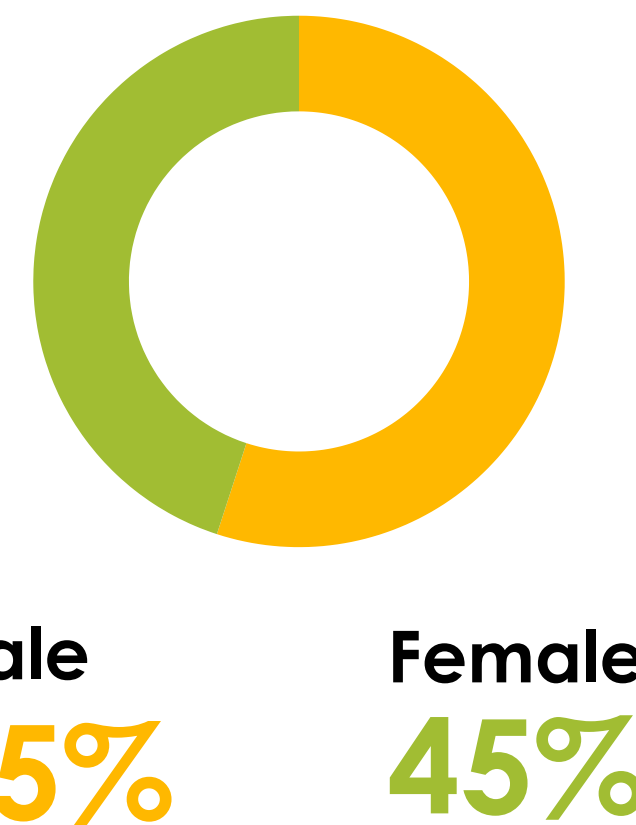
## Twitter Audience by Age

Total by all pages



## Twitter Audience by Gender

Total by all pages



## Twitter Top Countries

Armenia	2 312
USA	1 075
UK	160
France	95
Canada	24

# 2.4

# WEBSITE



# WEBSITE

## THE FUTURE ARMENIAN CURRENT WEBSITE

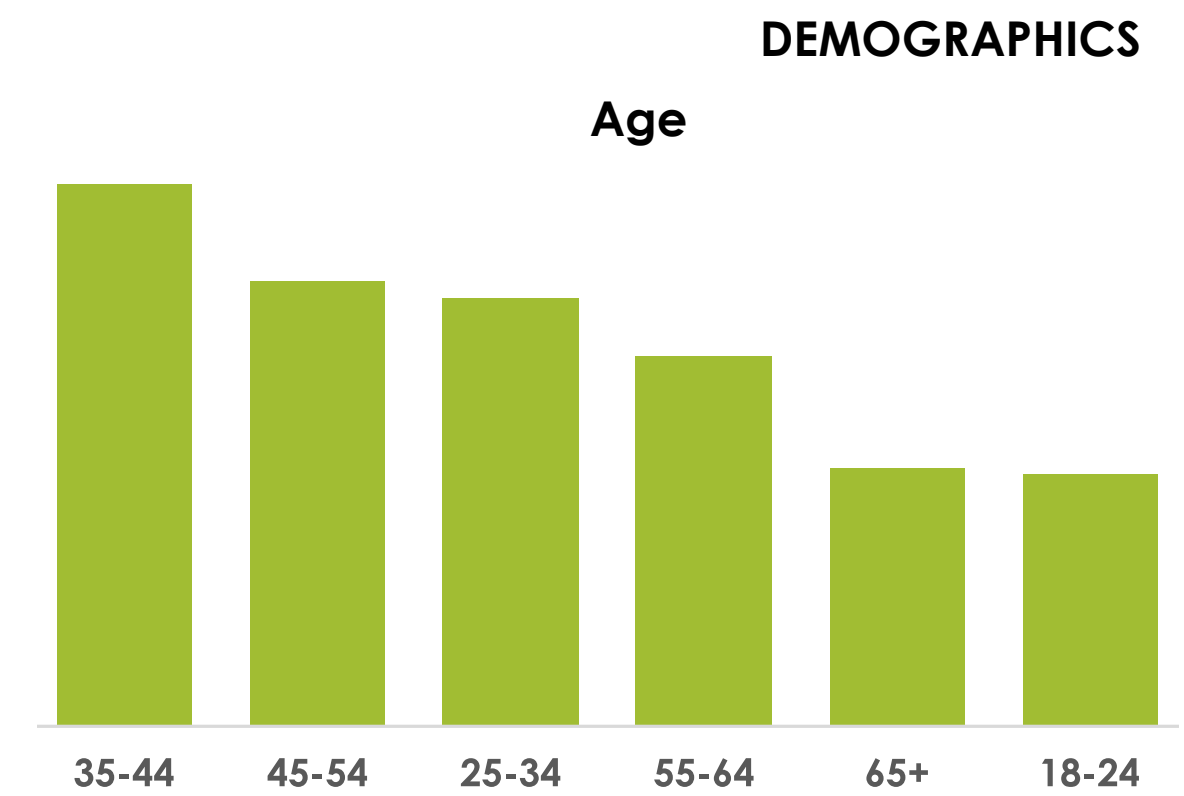
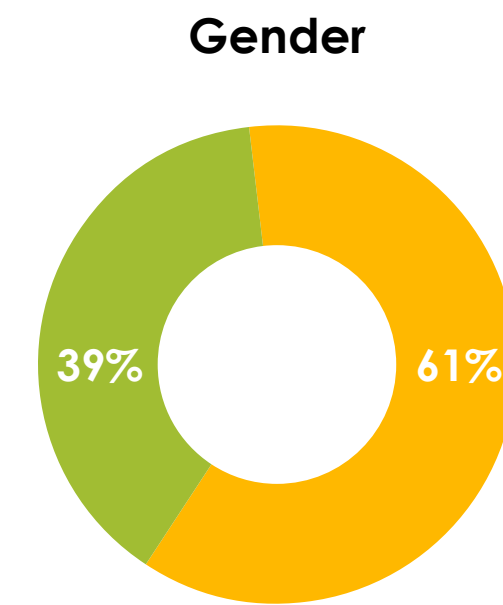
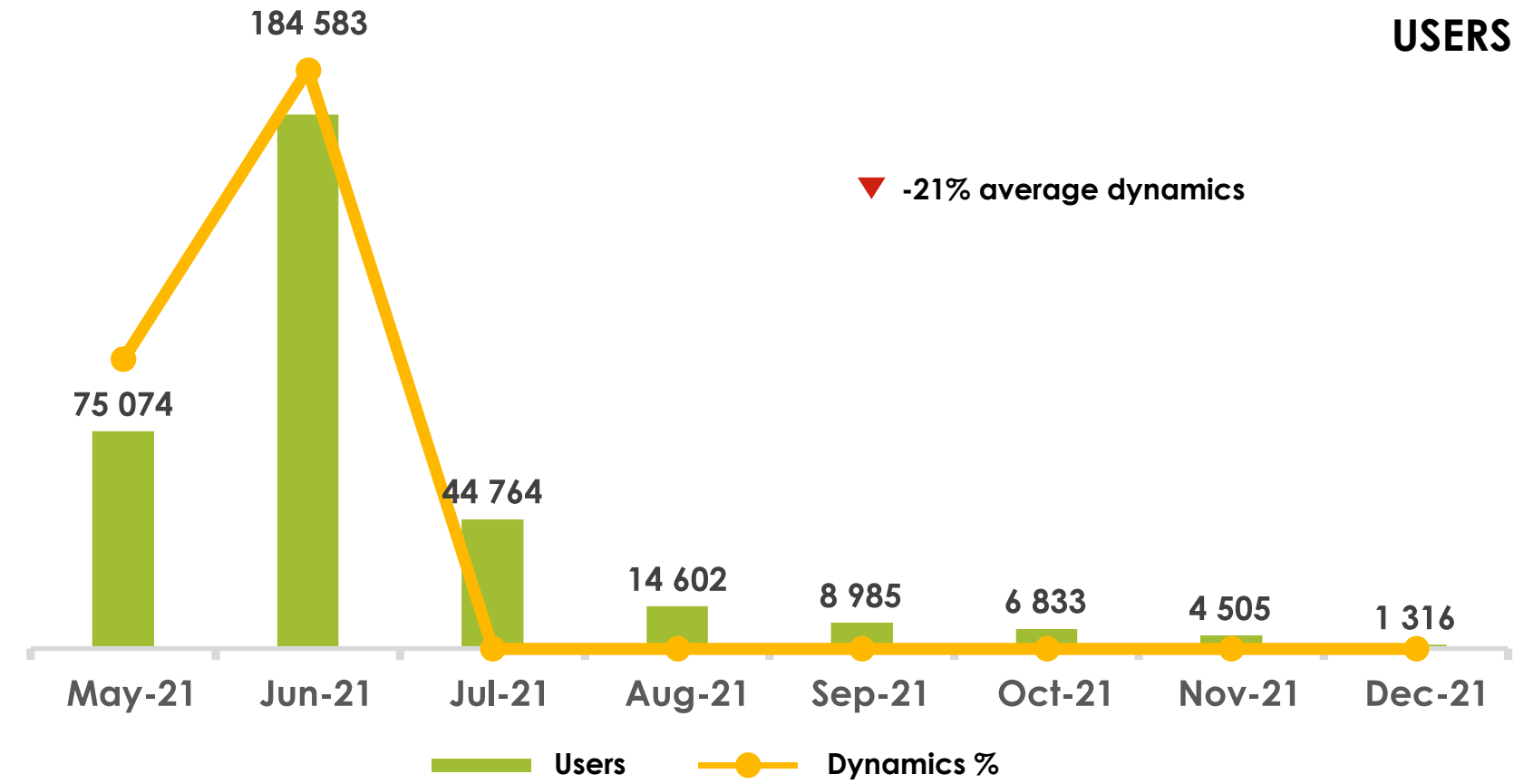
The **FUTURE ARMENIAN** public Initiative website was launched in April 2021 and since then gained more than 108 000 signatories from 107 countries. The website gives a fresh presentation of 15 goals of the Initiative as well as series of analytical reports, public, online, and offline discussions and 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

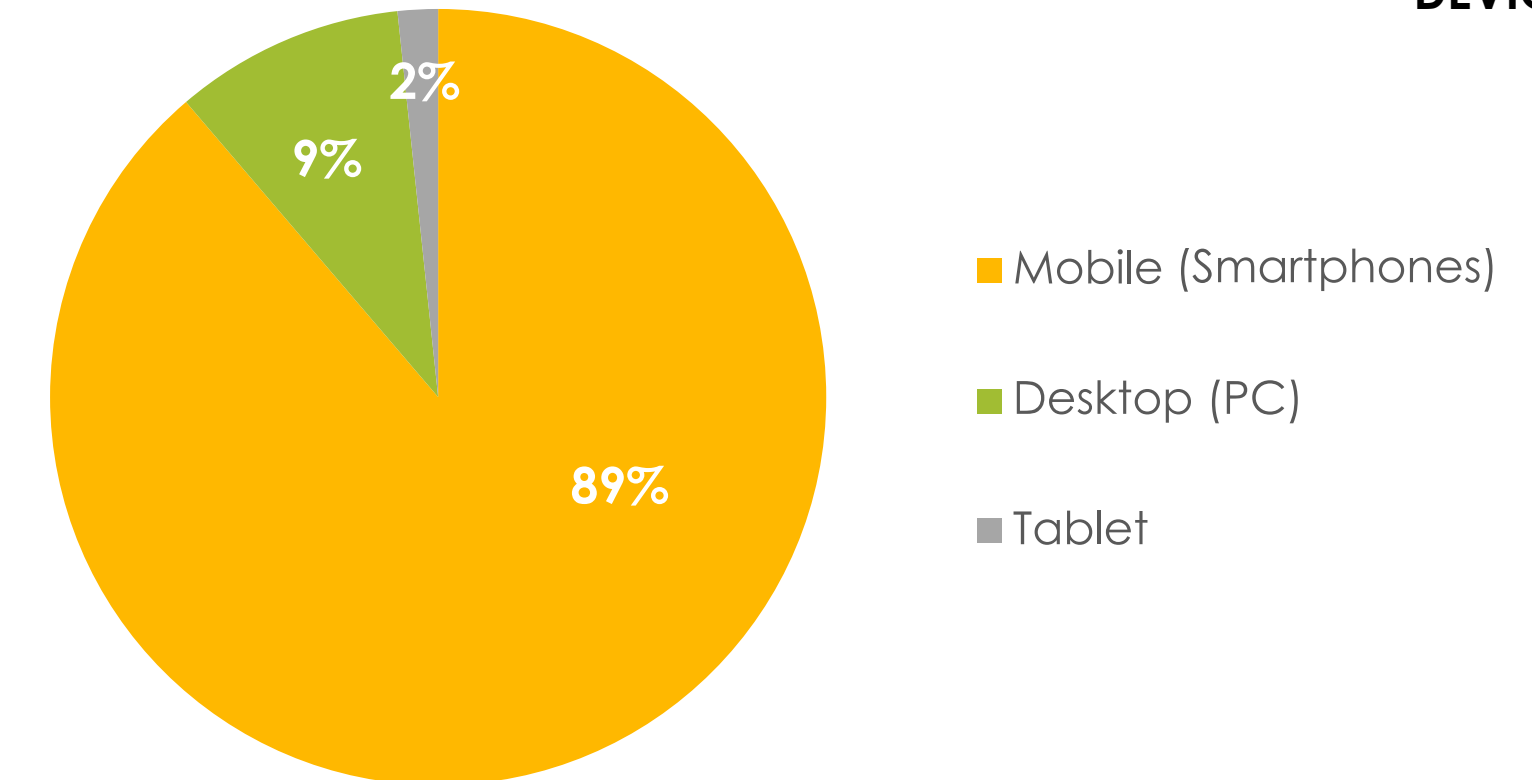
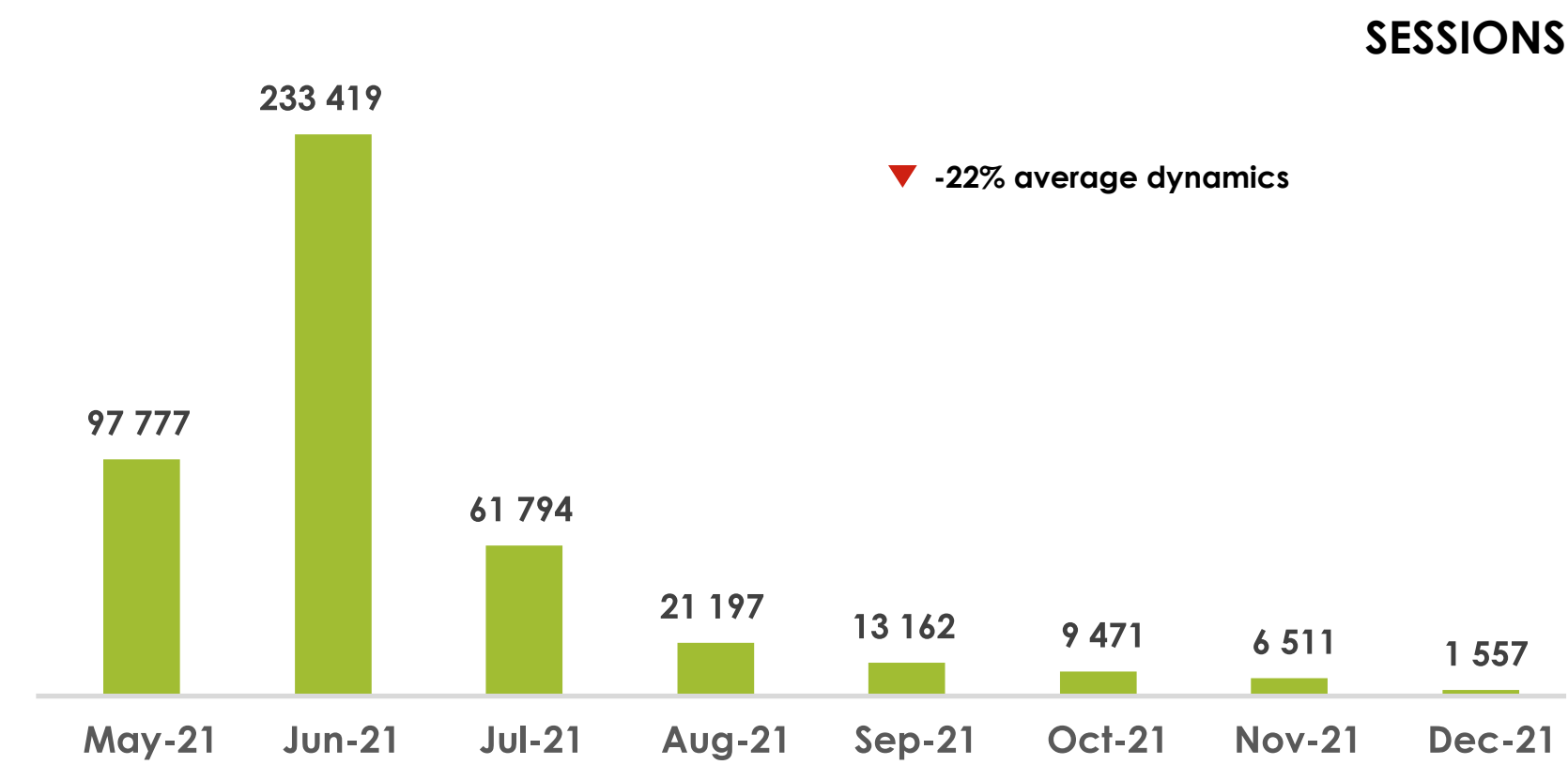
**USERS**  
**340 662**

April - December 2021



**SESSIONS**  
**444 888**

April - December 2021



**Definitions:**

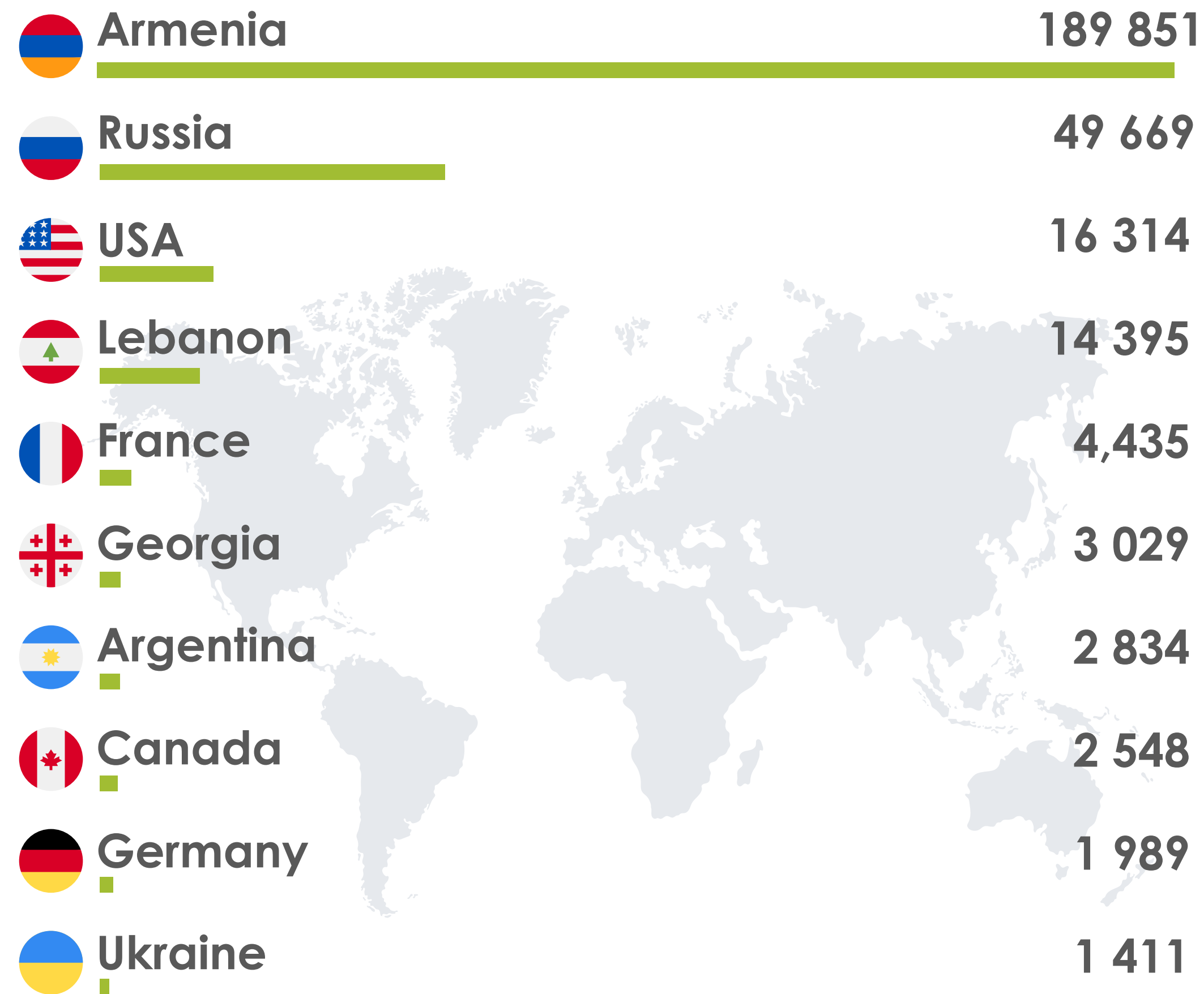
**Users:** An individual person who has come to the website [www.futurearmenian.com](http://www.futurearmenian.com)

**Sessions:** A session every single time person visits the website [www.futurearmenian.com](http://www.futurearmenian.com)

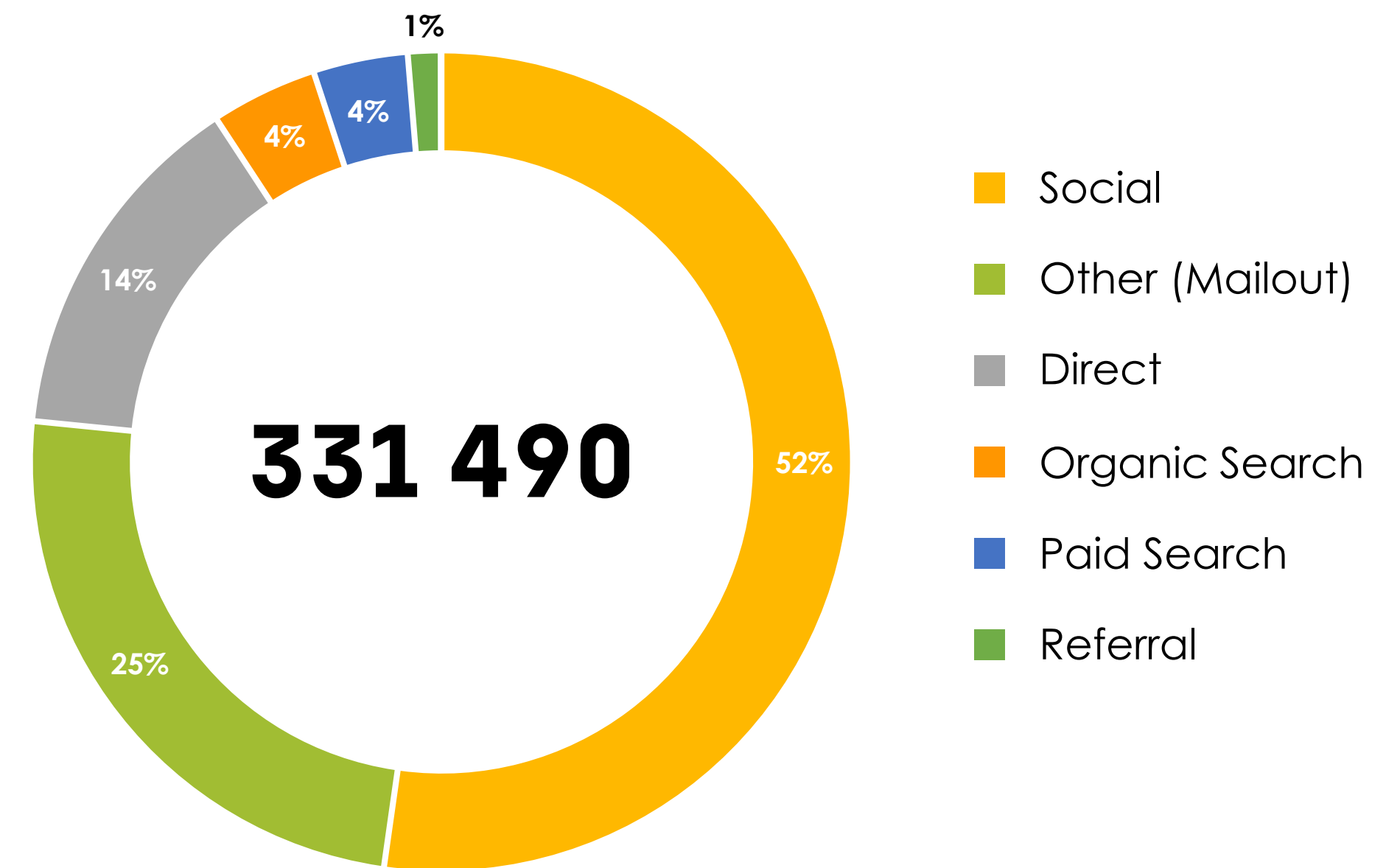
# WEBSITE ANALYTICS

## COUNTRIES

**286 475**  
TOTAL



## TRAFFIC SOURCES



### 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

# WE HAVE REDESIGNED OUR WEBSITE

The new website launch in all 4 languages is planned on January 1st, 2022. The new design is focused on making the site easier to use, sleeker and faster to navigate. The goal with this new website is to not only refresh our digital look and feel, but also make the website faster, more informative, and more user-friendly.

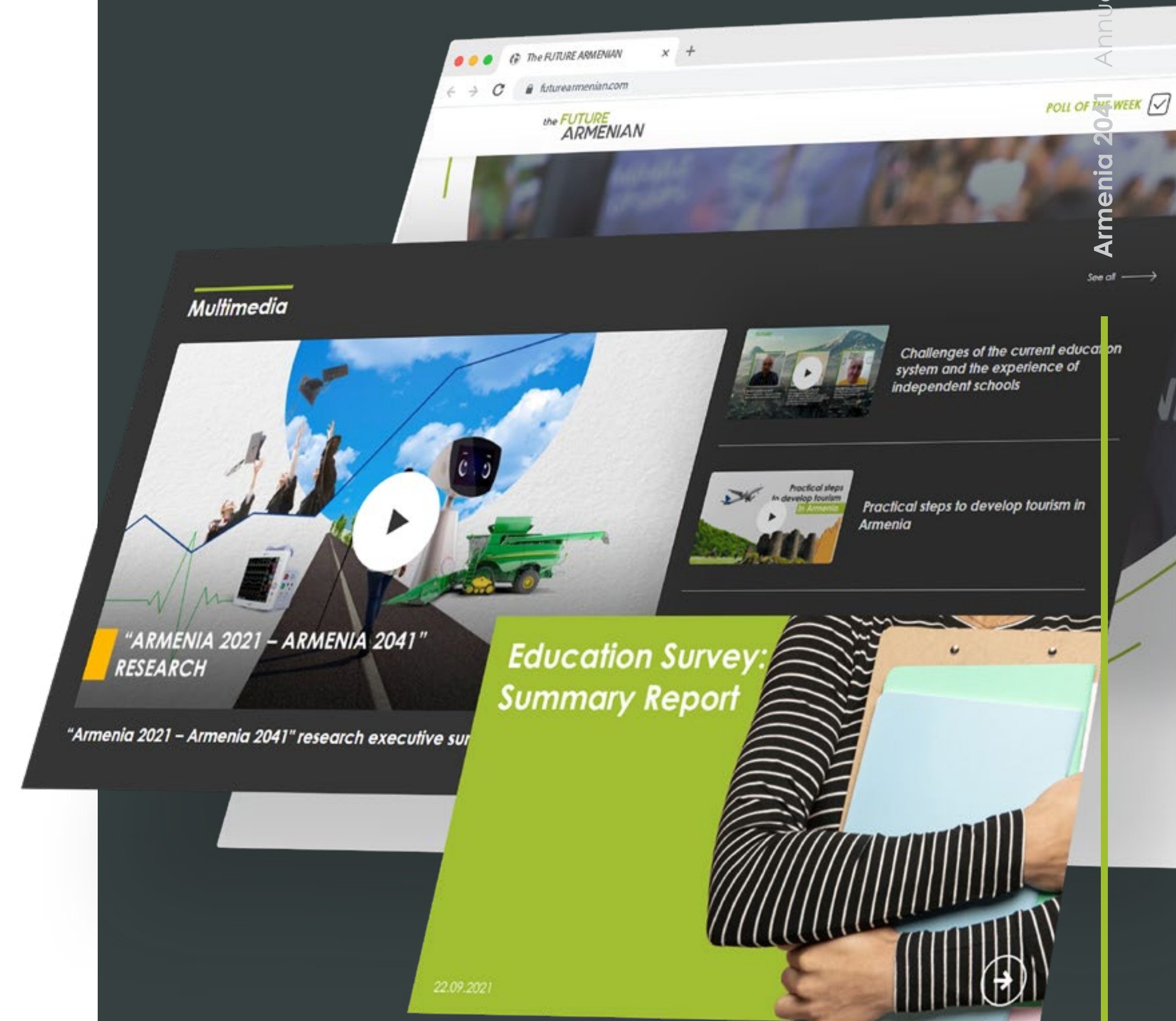
The primary objectives of redesigned new site efforts are focused on providing our visitors an easier way to learn about **The FUTURE ARMENIAN** Initiative, enriching the content, adding new resources for them to use, and increasing the number of ways they can communicate and provide us their feedback!



# SOME OF THE MAIN CHANGES WE HAVE MADE ON THE NEW WEBSITE ARE:

- **New branding** – redesigned website with new branding and style.
- **Home page** – renewed Home Page with simpler, contemporary, user-friendly and easier to navigate features and structure. The new section **“How Can I Help?”** is designed for the new website to get the engagement of visitors.
- **Surveys**
- **Polls**
- **Multimedia**
- **Timeline**
- **Research and Analytics**
- **“Armenia 2021 – 2041” research reports**

We will continue to add new features in the coming months to make the website even more user friendly and provide more details for our signatories and visitors.



# 2.5 MULTIMEDIA







# 2.6 SIGNATORY COMMUNICATION



# SIGNATORY COMMUNICATION

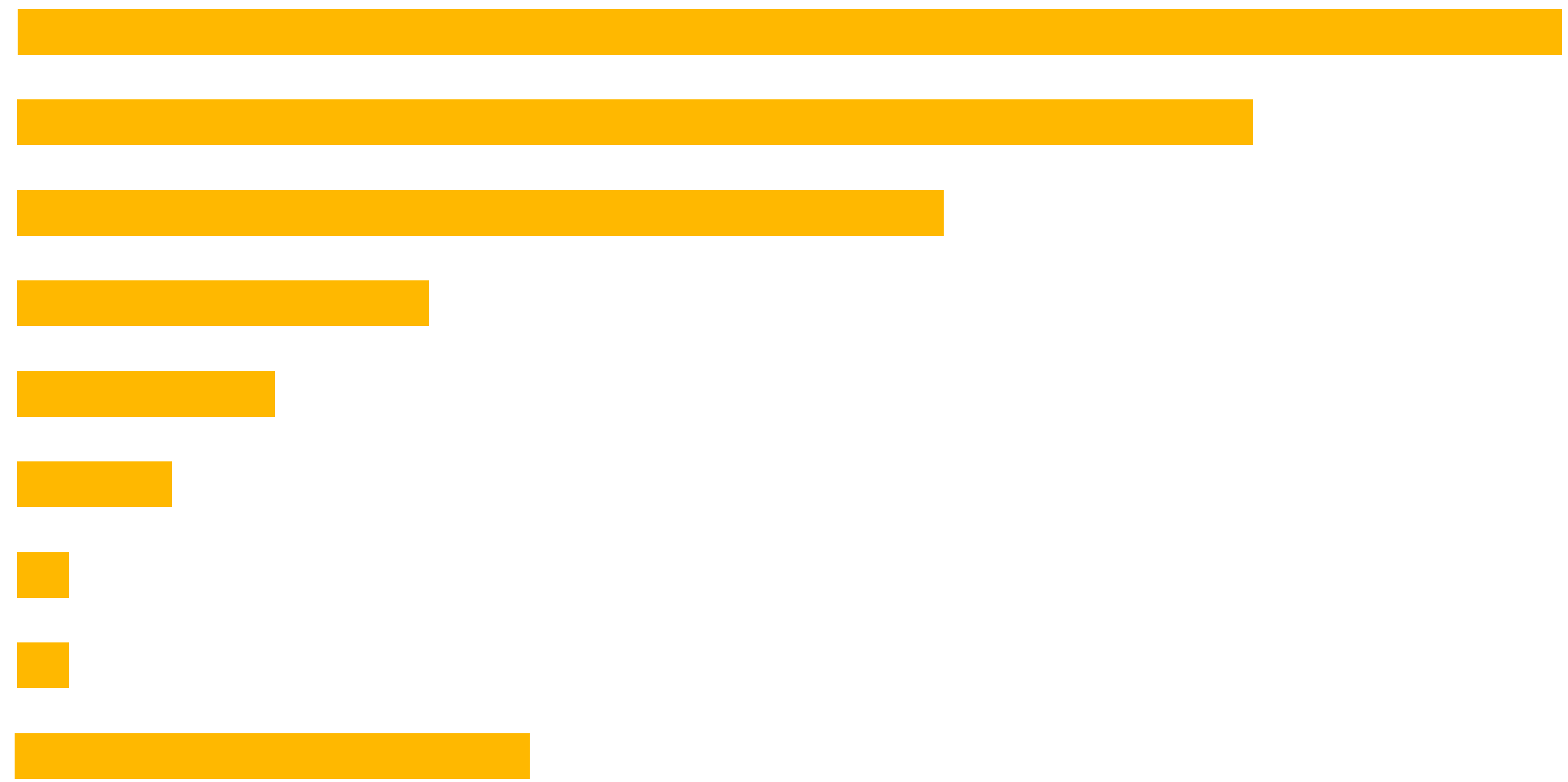
## TOTAL ACTIVITY

The main part of communication with our signatories consists of Emails and Social Media messages. Below you can see the main topics that our signatories have raised. They mainly want to be engaged in the Initiative, apart from following the discussions and interviews. They want to have their own contribution, however, usually they are not very qualified specialists.

**10 497**  
**RECEIVED**

**7 475**  
**SENT**

<b>Promotions, thank you letters and autoreplies*</b>	<b>30%</b>
<b>Want to be engaged</b>	<b>24%</b>
<b>Events and discussion comments</b>	<b>18%</b>
<b>General ideas and project suggestions</b>	<b>8%</b>
<b>Survey comments</b>	<b>5%</b>
<b>McKinsey and Futures Studio Analytics comments</b>	<b>3%</b>
<b>Repatriation</b>	<b>1%</b>
<b>Volunteering</b>	<b>1%</b>
<b>Other</b>	<b>10%</b>



\* These are the messages that were not answered.

# 2.7 PROJECT PROPOSALS



# PROJECT PROPOSALS

Although we did not announce about the launch of project proposals, people took the initiative to send their general ideas and projects to us. They were reaching out via Emails, Social Media, phone and after the events. We have been receiving the projects from the beginning of May until lately.

The flow of projects was unexpected. Although we have put efforts to collect all the projects in a standardized manner, initially we did not have a designed mechanism which would allow us to correctly evaluate the projects.

The FUTURE ARMENIAN Initiative also played a connecting role in our ecosystem. The projects or requests that we were receiving connected with other projects/initiatives in our ecosystem were forwarded to the appropriate entity. Thus, becoming a bridge between the projects suggested from our signatories and other companies in our ecosystem.

8 4 0

**GENERAL IDEAS  
AND PROJECTS  
RECEIVED**

1 0 9

**FILTERED OUT**

# PROJECT PROPOSALS

Sector	Number of projects	Description
<b>Culture, Art and Entertainment</b>	<b>19</b>	Projects ranging from book and movie production to national library modernization and revival of Armenian Organ instrument culture.
<b>Education</b>	<b>15</b>	The projects are mainly related to capacity building (workshops, courses on business and entrepreneurship, online learning channels).
<b>Manufacturing</b>	<b>10</b>	Projects refer to airline industry, waste recycling, chemical industry, food and textile production.
<b>Agriculture</b>	<b>11</b>	Projects related to agricultural products and complementary production, projects to protect environment, such as water cleaning and agroforestry, business platforms for promoting agricultural sector.
<b>Healthcare</b>	<b>9</b>	Projects for improvement of e-health systems, providing free healthcare services to different vulnerable groups, educational trainings in healthcare sector.
<b>Science and Technology</b>	<b>9</b>	Educational trainings and courses in IT fields, promotion of biotechnology and data science fields, production of complex aircraft and robotics components.
<b>Social</b>	<b>8</b>	Charity campaigns to support Armenians, particularly victims of war, support to promote national revival.
<b>Defense</b>	<b>4</b>	Specialized military production, improvement of decision-making process in defense sector.
<b>Other</b>	<b>24</b>	Including country level and broad suggestions, real estate and retail projects.

# 2.8 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

140

Videos and TV reports

220

Articles



## Language

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

## Geography

350

Media publications in **Armenia**

10

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



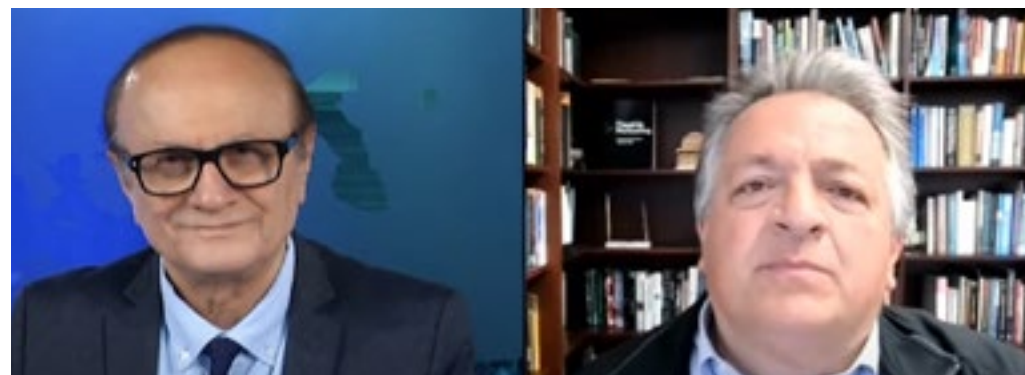
**1.3M views**

**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**

# 2.9 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 (8 770 total responses collected)** 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 (3 727 responses)**, **Priorities and Expectation survey (2 191)**, and **Education survey (1 016 responses)**. Currently, the opinion survey on the 2022 government budget is ongoing. A survey on migration will kick off at the **end of 2021**.



# SURVEYS

## EXTERNALLY DESIGNED SURVEYS

A series of sociological surveys and a study was conducted in 2020-2021 of the Armenian Diaspora in Krasnodar and Armenians in Armenia and Artsakh. The objectives of the surveys are the following:

**The Armenian Diaspora in Krasnodar (9 focus groups)** to identify the specifics of the perception of the Armenian Diaspora in Krasnodar region, the nature of interethnic relations, as well as the level of social well-being of the Armenian Diaspora in the Russian Federation.

**National representative survey (1 500 respondents and 6 focus groups)** to identify the level of social well-being of the population, issues, evaluation of institutions and authorities, electoral preferences, geopolitical orientations and attitude towards Russia, and assessments of the Nagorno-Karabakh conflict.

**Research in 12 selected cities of Armenia (4 394 respondents)** to identify electoral preferences of residents of the surveyed cities on the eve of local elections, identification of qualities of an ideal candidate for the position of the city mayor. In addition to the mentioned, the level of social well-being, problems of the cities, assessments of representatives of local and national authorities, representatives of big business, geopolitical orientations, attitude to the Russian Federation, and assessment of the Nagorno-Karabakh conflict were explored.

**A comprehensive study in Artsakh (555 respondents from Artsakh, 3 focus groups, and 5 interviews)** to assess the residents' perception of the situation in the country from different lenses and to determine the structure of current problems.

# 2.10 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

**2 5 0 0**  
**READERS**

## FROM 30 COUNTRIES

Top countries are USA, Russia, Armenia, UK, France

+ The FUTURE ARMENIAN signatories and 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%

Total 2 500 unique Emails

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](http://www.futurearmenian.com)

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



# 2.11 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 ARMENIA 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
<b>Executive summary</b>	<b>230</b>	<b>148</b>	<b>241</b>	<b>15</b>	<b>1 234</b>
<b>Healthcare</b>	<b>47</b>	<b>25</b>	<b>49</b>	<b>3</b>	<b>124</b>
<b>Tourism</b>	<b>60</b>	<b>32</b>	<b>52</b>	<b>2</b>	<b>146</b>
<b>Education</b>	<b>56</b>	<b>12</b>	<b>20</b>	<b>0</b>	<b>88</b>