

It is not so bad to be in the middle of rating

Fund for Peace specialists view state social policy in Belarus as comfortable

By Boris Anikeenko

The Fund for Peace has, for the seventh time, published its annual rating of unstable countries worldwide, considering demographic, political, economic and social problems. Like all CIS states, Belarus is in the middle of the list, occupying 83rd position.

The rating embraces 177 countries and is called a 'Failed States Index', using a scientific approach to judge each nation. Experts analyse countries over the year, using a special system of conflict assessment, which indicates the ability of authorities to control the integrity of a country's territory and its demographic, political and economic situation.

The analysis is traditionally conducted on the basis of 12 criteria which indicate a state's social, economic and military-political abilities. To achieve a comprehensive assessment, experts analyse the ability of five key state institutions — political management, army, police, judicial and civil services — to ensure the security of a state and its citizens. Dozens of thousands of sources are scanned, with negative and positive assessments of the twelve indicators calculated. Later, experts analyse the information and place a final grade on each country; 0 stands for the maximum level of stability (with the



Belarus outstrips many post-Soviet states regarding standard of living

lowest risks and threats) and 10 indicates the lowest level of stability (with the highest risks and threats). Tenths of points are taken into account and the total is the sum of all indicators (creating a maximum of 120 points); this then defines the ratings.

For several years, African states have occupied the top ten positions, with Somalia confidently rated first, followed by the Republic of Chad. Sudan is third, with Afghanistan, Pakistan and Iraq featuring prominently as being unstable — despite the USA's interference. Finland is

acknowledged to be the most prosperous country, with last year's leader, Norway, dropping slightly (due to tiny fluctuations in its economic and demographic figures). Switzerland, New Zealand, Ireland, Luxembourg, Austria and Australia are deemed to be very safe.

Greece is currently experiencing a financial crisis, so has lost its high position. The Fund for Peace assessment places Greece in 143rd place, but this may be overly generous. It is on the edge of default and the crisis has generated public dissatisfaction

with the Government, causing social instability (a fall of just three positions against the pre-crisis year of 2007).

Among the former Soviet republics, Kyrgyzstan has the worst position (31st), while Tajikistan is placed 39th, Uzbekistan 40th, Georgia 47th, Azerbaijan 63rd and Turkmenistan 75th. Moldova is in 65th position, with Armenia 101st. Kazakhstan is 107th, Ukraine 110th and Russia 82nd (last year, this place was occupied by Belarus, which has now advanced by one point).

According to Fund for

Peace specialists, the position of all CIS states shows 'a moderate level of instability' (88 states which are placed between 36th and 124th position). In the moderate segment are Egypt (45th), Georgia (47th), Israel (53rd), China (72nd) and Turkey (103rd).

As regards Belarus, the organisation considers that the country has a moderate situation regarding human rights, a relative level of external interference in politics and economics, and a quite comfortable social state policy.

Successful debut at Cannes Lions 2011 Festival

By Tatiana Lobas

Market researchers from Heineken's Belarusian office win silver medal for 'Young Marketers' at Cannes Lions 2011 Festival

Brand manager Yelena Kolesen and senior brand manager Darya Borovskaya have won second place for their project at the *Young Lions* contest. In all, 17 teams from all over the world took part in the event, held for the second time this year; first place went to the Philippines while Brazil came third. This contest annually gathers the world's top young advertising specialists, with preliminary local rounds selecting the best candidates. Belarus was taking part for the first time, so its debut was especially pleasing.

The contest is open to market researchers working with clients and those companies liaising with advertising agencies. Participants prepare an imaginary advertising campaign, covering two pages, and are given five minutes to defend their proposals via a short presentation, then answering jury questions. The latter comprises specialists from leading advertising agencies who assess works from the point of view of clarity of presentation, effectiveness and imagination in developing an advertising campaign.

Heineken is known in Belarus as a beer producer.

Architectural ensemble to undergo major restoration



Svyatsk Palace and Park Estate, near Avgustovskiy Canal

By Lilia Novikova

Restoration of water and park area begins at Svyatsk Palace and Park Estate, located near Avgustovskiy Canal

The estate, registered on the State List of Historical and Cultural Values of Belarus, was constructed in the late 18th century by Italian

architect Giuseppe di Sacco and belonged to the Volovich magnates. In 2009, it was transferred to Ozerny Sanatorium JSC — a commercial structure of the National Bank.

The reconstruction project to restore elements of the water and park area envisages the preservation of avenues and valuable trees, alongside the renovation of

four ponds. Two are to be restored using timber, red clay bricks and hammered metal similar to that originally used. The specialists entrusted with the job are eager to look after all aspects of the local flora and fauna, with fish from one pond being moved to a neighbouring site during the period of restoration. Nearby beavers are also to remain undisturbed.

Curiously, the second and third ponds are to be connected via a sluice, with Grodnomeliiovodkhoz applying experience gained during the restoration of Avgustovskiy Canal.

The project, costing \$1m, is being implemented over two years. At the same time, the palace is undergoing reconstruction, supervised by Minskrestavratsiya — a restoration and construction enterprise.

More foreign enrolees expected to arrive to study

By Lilia Valeeva

Joining of Bologna Process should be complete by 2012

Belarus' First Deputy Education Minister, Alexander Zhuk, tells us that Belarus is proceeding with its membership of the Bologna Process, with all documents to be signed by 2012.

"Our country has everything necessary to be allowed to join; we have a two stage higher education system and are working hard to create a European supplement to university graduation certificates. We should be ready by 2012. Moreover, the quality of our higher education system is confirmed by the acquisition of quality certificates by universities," Mr. Zhuk asserts, adding



Lebanese students receive Belarusian diplomas

that the education system is to develop a rating for universities. This will allow applicants to choose an educational establishment which meets their quality requirements while providing additional services.

Mr. Zhuk believes that Belarus' accession to the Bologna Process should help attract more foreign students to the country. At present, 10,000 students from over 70 countries study in Belarus.