



The World of New Opportunities, a charity programme, seeks to create propitious conditions and opportunities for sustainable development across the Company's footprint.

THE PROGRAMME IS DESIGNED TO:

1. **support** and promote public initiatives;
2. **develop** social partnerships;
3. **promote** new social technologies;
4. **foster social competencies** among local communities.

The programme covers the Krasnoyarsk Territory (Norilsk, Taimyrsky Dolgano-Nenetsky Municipal District) and the Murmansk Region (Monchegorsk and the Pechengsky District).

THE PROGRAMME REFLECTS THE FOLLOWING PRIORITIES:

1. **partnership** — interaction among the Company, authorities and local community in solving social issues of the regions;
2. **development** — social investments in the regional development;
3. **innovations** — contribution to the development of human capital in the regions.

IN ITS CHARITY WORK, THE COMPANY IS GUIDED BY THE FOLLOWING PRINCIPLES:

- **focus on the local context** — supporting projects and initiatives aimed at the social and economic development of the regions where the Company operates;
- **social partnership and public activity** — supporting and promoting technology for inter-industry collaborations and social partnerships in the local community;
- **competitive approach** — leveraging competitive bidding procedures in allocating charitable funds to back the best organisations, ideas and project teams;
- **openness, transparency and accountability** — being open for dialogue and cooperation with all stakeholders, ensuring visibility of decision-making processes, reporting on the use of donations;
- **efficiency** — assessing programmes and projects by how useful they are in solving social issues and creating more favourable social and economic environment across the Company's footprint.

Goal: to support public initiatives, impart new skills to the participants, and develop local expertise

Academy for social partnership and development

A series of workshops, master classes and training sessions on social project development, assessment and review of projects/programmes, and social entrepreneurship. The Academy offers trainings run in the course of a year on a voluntary and free of charge basis.

Socially Responsible Initiatives Competition

Supporting public initiatives and facilitating sustainable development across the Company's geographies.

The Competition focuses on:

- developing volunteer movements and support for socially vulnerable groups: elderly people, people with disabilities, orphans and children without parental care;
- implementing new methods and technologies in engaging children, teenagers, young people: promoting social competencies, encouraging R&D creativity, running vocational counselling;
- improving urban environment, developing and redeveloping public spaces, landmarks and courtyards;
- conserving and restoring cultural heritage, unlocking creative potential and multiple forms of art, and offering new leisure activities;
- promoting healthy lifestyle, creating conditions to encourage physical culture and mass sports, and new formats of sports activities and hobbies for children and adults;
- nurturing environmental awareness and responsible behaviour in terms of environment and its protection, creating a practical platform for children and youth, running streetscaping and beautification initiatives;
- furthering environmental outreach efforts and educational Arctic tourism services, conducting research in specially protected natural areas (SPNAs), carrying out activities to monitor and conserve rare and endangered animal species;
- promoting organisational development of NGOs to enhance the quality of their services; expanding the offering, providing advanced training and internship opportunities, etc.;
- developing leadership skills and social responsibility in children and teenagers.

We Are the City social technologies forum

A city event to bring together representatives of local communities, government authorities, business and mass media to discuss technologies and mechanisms of addressing social issues of the local communities, impart trends and best practices in charity and volunteer initiatives, demonstrate successful resolution of social issues.

We Are the City social engineering workshop

A three-day learning event that takes participants all the way through from idea generation to project implementation.

Day 1 — Creators. Brainstorming, getting to know participants, establishing contacts and partnerships.

Day 2 — Idea enablers. Learning to translate ideas into actionable projects, with a final picture of the initiative/event available by the end of the day.

Day 3 — Change makers. Going outside as urban designers and implementing volunteer initiatives turning them into a true city celebration.

We Are the City PicNick

The PicNick event is a festival "for a good cause" organised by local activists, participants of the World of New Opportunities programme (winners of the Socially Responsible Initiatives Competition, social entrepreneurs and FabLab employees) and Plant of Goodness corporate volunteer programme.

It is a street festival with a projects fair, workshops, master classes, etc.

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