

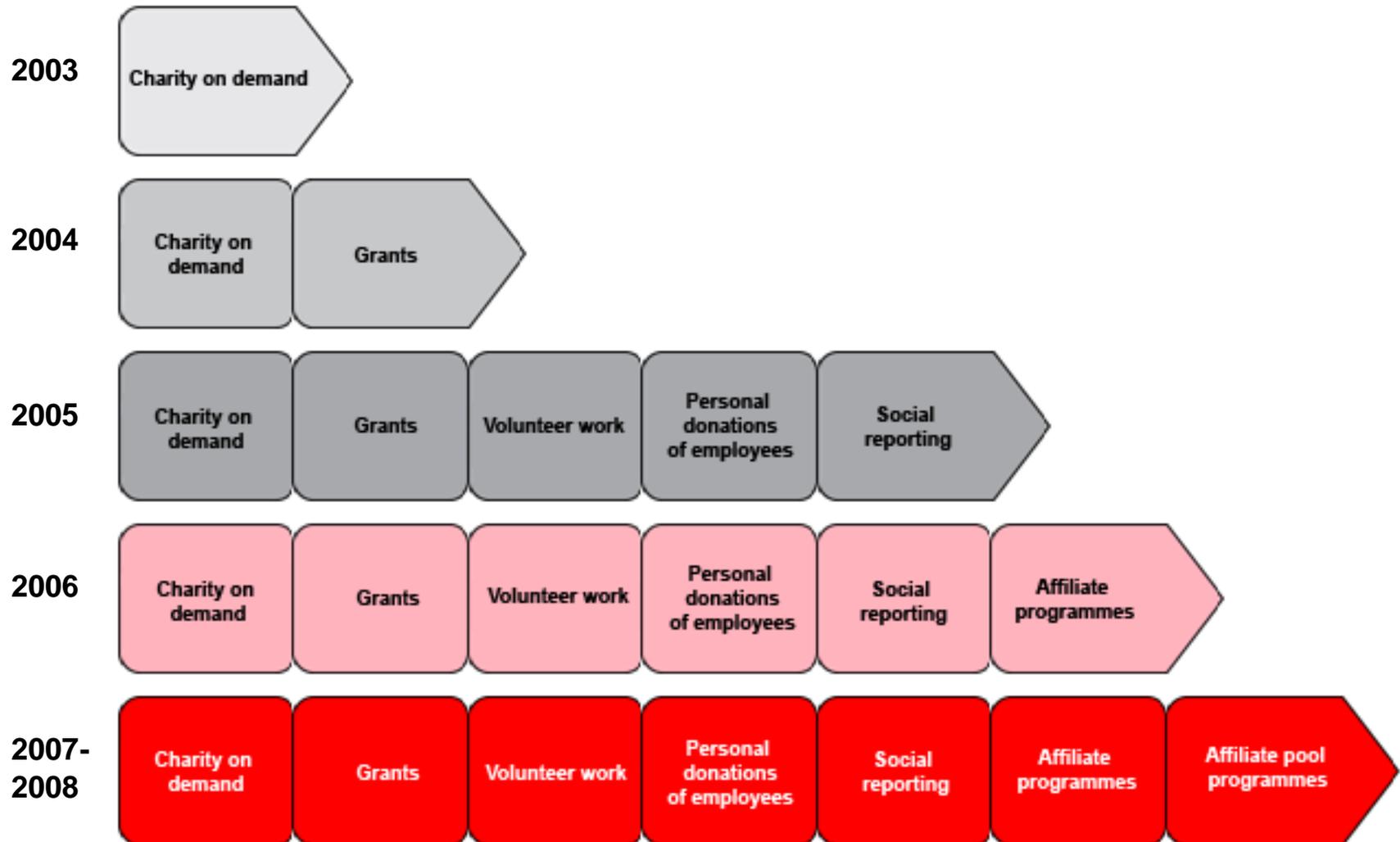
# РУСАЛ

RUSAL's social investments:  
formula of transparency

Vera Kurochkina, PR Director



# Development of social activity in RUSAL



# Social investment. Facts and figures.



- **9** programmes involving multiple regions
- Private donations by the personnel
- Over **500 projects** selected through contests and financed
- Over **200,000** people participating in charity projects initiated by RUSAL
- Over **40,000** hours of volunteer work
- Over **150** social engineering workshops with more than **3,000** participants
- Social centers in 6 cities
- Annual budget of USD 10 million

## Focuses

- Schoolchildren and the youth
- Education
- Sports
- Social protection
- Partnership

# Transparency principles



- Dialogue
- Combination of social models
- Competitive approach
- Professional development
- Partnership

## **Social responsibility of businesses**

- RUSAL is a participant of the UN Global Compact
  - 2,500 participating businesses from different countries with 18 companies from Russia
  - RUSAL was the first Russian company to issue a UN Global Compact compliance report
- RUSAL follows the principles embodied in the Russian Business Charter of the Russian Union of Industrialists and Entrepreneurs

## **Dialogue with the personnel and the community**

- Public opinion research in the regions of RUSAL's presence in 2003
- Public opinion research in the regions of RUSAL's presence in 2004
- Research of the staff's attitude to charity in 2004.
- Public opinion research by Public Opinion Fund and TSIRKON in 2006

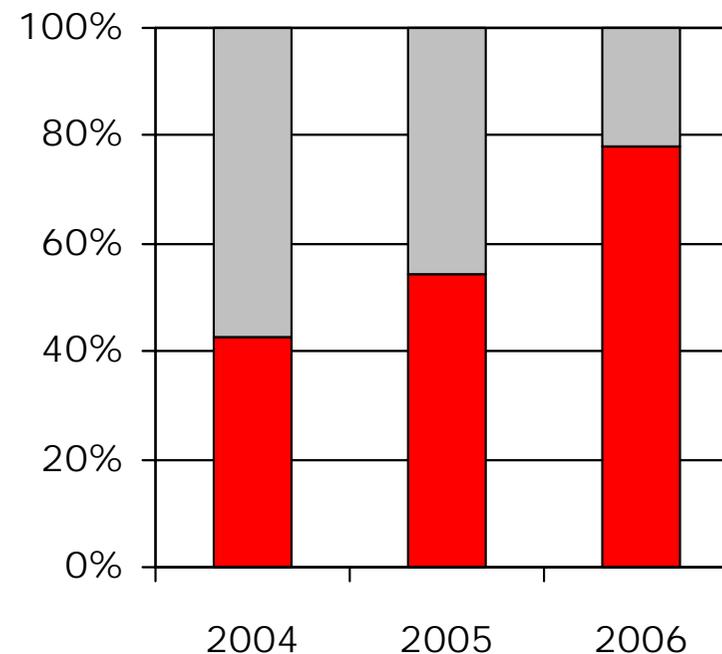
## **Dialogue with participants of the social programmes**

- Study of the results of the winning projects as part of 'One Hundred Best Projects', contests 1 and 2
- Study of the results of 'Together into the Future'
- Daily feedback from the grant winners

## RUSAL's social initiatives

- Social investment programmes
  - Contests for grants
  - Development programmes
- Donations
  - Money
  - Material assets
  - Private donations of the personnel
- Volunteer community work
- Sponsorship

## Social cost structure



■ Donations

■ Social investment programmes

# Competitive approach



## Benefits

- Openness
- Availability
- Uniform rules of participation
- Widely known assessment criteria
- An independent board of experts
- Fair competition – only the best gets the prize!
- Contests are good newsbreaks

## Training and development

- Training is embedded in all contests for grants:
  - Train potential programme participants in social engineering
  - Train the winners in project management, reporting, work with children
  - 'Correction of mistakes' debriefing workshops for those who failed to come through to the final
- Over 3,000 people attended more than 150 social engineering workshops in 2006
- As a result, the quality of applications for the projects and the outcomes of the projects has improved together with the fund raising ability of non-profit and municipal organisations.

# One Hundred Best Projects

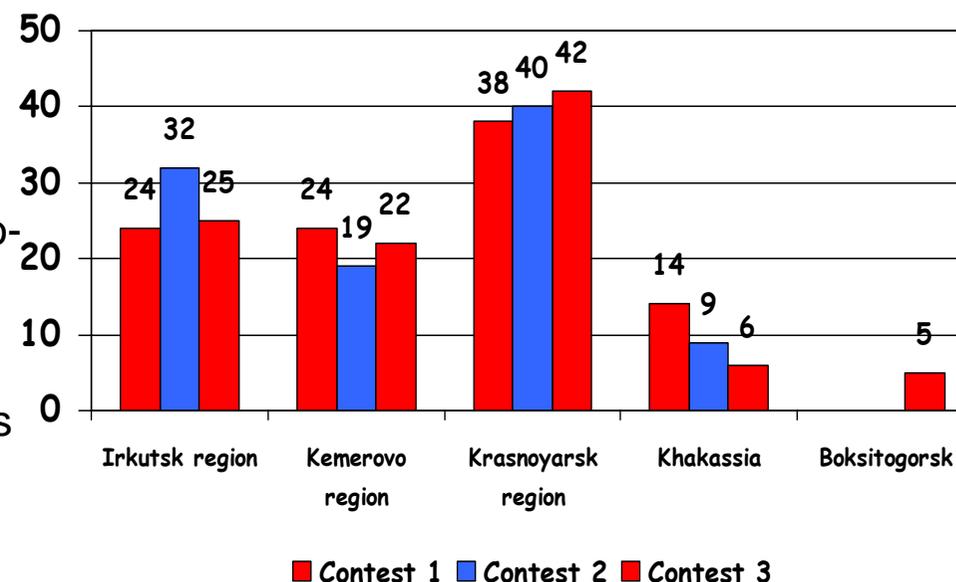


**Purpose** - engage school children and teachers in community project work

## Results

- Participation in the project as a means of personal growth of schoolchildren through development of leadership, proactiveness, personal responsibility, teamwork, and self-reliance.
- Children who participate in the projects are not best pupils in their classes but are largely those who come from socially vulnerable families.
- With 2,257 applications submitted over 4 years, 480 projects won the grants
- Over 10,000 schoolchildren took part in project work

## Winners from 2004 to 2006





## Purpose

- involve schoolchildren in social engineering

## Areas of work

- Training in leadership and social work
- Design and implementation of charitable initiatives and projects, 'Spring week of big hearts'
- Review of submitted applications as part of 'One hundred best projects'

## Results

- Personal development, vocational guidance
- Over 700 schoolchildren became participants of the School of social engineering
- More than 200 undertakings
- A group of regular participants

# Take a step beyond the horizon



## Purpose of the programme

- support the drive for self-actualisation, pro-activeness, creativity, entrepreneurship among young people, make them ready for active and meaningful participation in the life of the community.

## Contents of the programme

1. A contest of socially oriented projects devised by young people.
2. A contest of projects aimed at vocational guidance given to young people
3. A contest of social advertisement
4. An exhibition to display the results of the contests.



**Purpose:** nurture the traditions of charity and volunteer work

## Season of charity in the Krasnoyarsk region

- Organised by RUSAL, Social Assistance Centre, Agency of Public Initiatives, the authorities of the city of Krasnoyarsk and the Krasnoyarsk region
- 'Winter and autumn weeks of big hearts'
- A fair of volunteers
- 'We can do it!' and 'A social star' contests
- **276 events** held by the companies and institutions participating in the season
- **138 people participated** in the contests 'Social star', 'Benefactor of the year', 'Volunteer of the year', 'Journalist of the year', 'Public recognition'.
- **55 organisations** participated in the contest *We can do it* and categories 'A company of good will', 'A voluntary organisation', 'Community-oriented mass media', 'Public recognition'.
- **542 volunteers**
- **23, 700 beneficiaries**

## Effective partnership (cont'd)



- 'The path of kindness' in Bratsk
  - **15** private businessmen
  - **500** services free of charge
  - **436** citizens of Bratsk got the services, **112, 200** rubles worth.
- **16** associations participated in the fair of public and voluntary associations in Achinsk
- A fair of social projects in Sayanogorsk, organised together with the Sayanogorsk Public Chamber
  - Presentation of social projects
  - An exhibition of **34** local social organisations and public associations



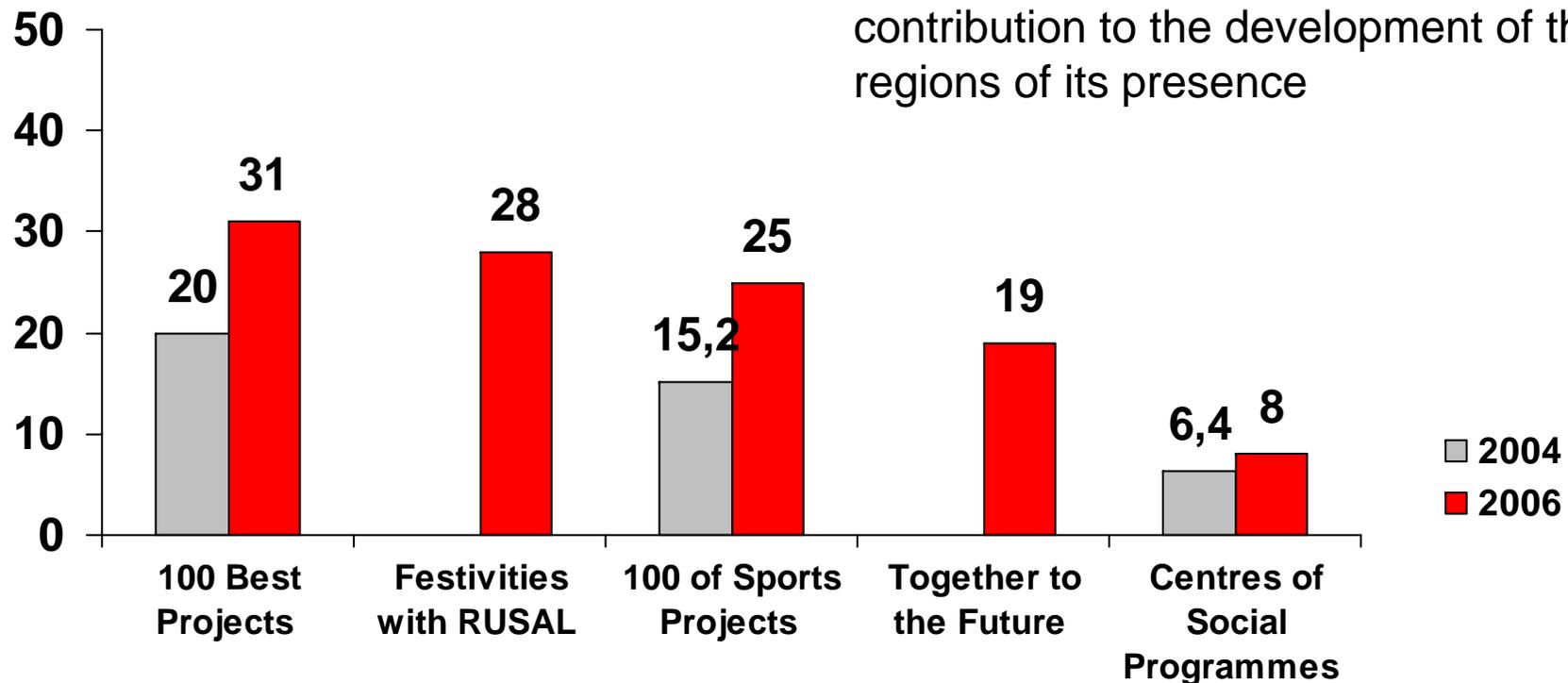
# Social brands



# Social investment programmes awareness



Share of population who are familiar with charitable projects of RUSAL, %



**51%** think of RUSAL as of a socially responsible business  
**48%** think positively of the RUSAL's contribution to the development of the regions of its presence

2004 – results of the social research by the Institute of Social Science, Russian Academy of Science

2006 – results of the social research by the Public Opinion Fund and TSIRKON

## Strategy of growth



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[www.rusal.ru](http://www.rusal.ru)

Tel.: +7 495 720 51 70

Fax: +7 495 728 49 32