

## GRANT COMPETITIONS FOR SOCIAL INITIATIVES

Grant competitions are one of the key tools for involving stakeholders in the transformation of their regions and developing skills in social design.

Gazprom Neft utilizes such competitions to support initiatives aimed at systemic, innovative, and effective social reforms that are consistent with the key focuses of the 'Native Towns programme. Public, charitable, and non-profit organizations along with state and municipal institutions can participate in such competitions, and groups of local residents have also had this opportunity since 2017. The winners of the competitions receive financial, methodological, and expert support from the Company.

The Company analyses the results of past years and takes them into account when developing new projects. Competitions held in 2013-2016 resulted in pilot grant competitions being held for initiative groups of citizens in 2017.

Gazprom Neft regularly analyses the sustainability of winning projects. Sustainable projects are recognized as ones that continue in full or expand following the end of grant support.

### GRANT COMPETITIONS FOR SOCIAL INITIATIVES IN 2017:



#### REGIONS:

- **YNAD** (Noyabrsk and Muravlenko)
- **KMAD-Yugra** (Khanty-Mansiysk and Khanty-Mansiysk District)

- **Tyumen Region** (Uvatsky District)
- **Omsk Region** (Omsk and Tarsky District)
- **Orenburg Region**
- **Tomsk Region**

### 'KM Picnic'

**Khanty-Mansiysk held its KM Picnic – a citywide holiday with an extensive entertainment programme and free master classes – for the third time in 2017. The picnic is organized by energetic residents of the city.**

Starting out in 2015 with a low-key event, in 2016 event was organized by one the winners of the Native Towns grant competition. Today, KM Picnic is a free creative space where guests are greeted by more than ten thematic zones: sports, educational, tourism, and children's, among others. The festival programme also includes various contests, concerts, and numerous master classes. In 2017, the project's guests included artists from the Stenograffia street art festival, who conducted a master class and created street art.

Gazprom Neft has been a general partner of the KM Picnic since 2017 as part of the social investment programme.

"A few years ago, I attended a festive city celebration in Omsk. I went back home and told my friend, and she got extremely excited. I realized that putting together a team wouldn't be a problem. We prepared for the first celebration in two months. We wanted to create a festival for everyone – a celebration where you can come with the whole family".

#### **Valentina Kiseleva**

Author of the idea  
and head of the festival