

Social Communications

Organization of social campaigns within targeted communication programs helps JSC IDGC of the North-West to form a positive image of a representative of the socially responsible business, to build cooperation with stakeholders based on shared values, and to increase prestige of the power engineering profession.

The Company's social mission since 2007 is to maintain safe behavior at power facilities, to reduce risk of electric injury. The solution to this problem is extensive educational campaign performed as part of a comprehensive communication program of JSC IDGC of the North-West for electric injury prevention among non-professionals, this program having strong support in the regions. The Company signed 27 agreements on assistance in implementing the Program with regional divisions of Ministry of Emergency Situations, Ministry of Education and Science of the Russian Federation, and with heads of municipalities.

In 2014, as part of the comprehensive program, the Company employees gave nearly 400 power safety lessons in schools and infant schools, cadet schools, orphanages and correctional boarding schools, to teenagers of the risk group in temporary detention centers, and patients of children's hospitals. Audience coverage exceeded 13,000 people. The lessons were conducted in an interactive form with the use of special stands and presentation materials, including visits to the power supply sites. Six creative competitions were organized on safe electricity handling in the regions of the Company's responsibility.

Preventive work is ongoing under the joint project of JSC IDGC of the North-West and division of Ministry of Emergency Situations of the Pskov region named "Me and fire safety". Within this project, students of grade 4 of secondary schools compete for the best knowledge of fire and electrical safety rules, and organize special dedicated lessons for the younger students.

In 2014, the Company introduced methods of engaging external volunteers from employees of other professions and third parties into this comprehensive program. School students and students of specialized universities were widely involved. The Company established Tilly-Tucci Friends' Club named after a character from the fairy tale book on power safety published by JSC IDGC of the North-West in 2012. In this creative club, the students learn power safety rules in the form of a play, make drawings and crafts, conduct theatrical performances and quizzes for students from other schools. In the summer of 2014, construction team students from construction crews of JSC IDGC of the North-West for the first time became teachers on the safety lessons.

The program of the Company on prevention of electric injuries among adults was renewed. In 2014, the employees of JSC IDGC of the North-West prepared and distributed 20,000 informational printing materials in high-risk groups: truck drivers, rural residents, summer cottage owners and fishermen. Company specialists give lectures in driving schools, forestries, transport companies, and organize debates with participants of the regional fishing festivals, sport fishing competitions, special meetings in villages. Welcome days are organized with guided tours to power facilities. Information materials on electric injuries prevention are distributed in regional printed and electronic media, including radio and television, at the Customer Service Centres of JSC IDGC of the North-West, and the offices of Russian post.

All the materials and methods used by the Company are represented on new electronic resources opened in 2014: a portal Electrical Safety for Adults — a complete encyclopedia of electrical safety rules, and Make Friends with Electricity — a portal for children with colorful design and rich multimedia opportunities. Among new products of this interactive fund, one can find educational computer games in the genre of arcades aimed at children of younger and average school age, developed by the specialists of JSC IDGC of the North-West. Presentation of these new portals was conducted at pedagogical councils in the regions of the Company's responsibility.

The Company published a brochure Main Issue: Electrical Safety with reviews by teachers and leaders of various organizations of the Republic of Karelia, where lessons for children and adults were held. The Company's methods of electrical injuries prevention are included into the program of children's camps in the Krasnodar Territory. Materials of JSC IDGC of the North-West became the basis of the book on children's electrical safety published by Russian Association of power energy employers (RAPEE) in 2014. The book is distributed among 43 RAPEE members.

In 2014, the specialists of JSC IDGC of the North-West launched a special communication portal Light People at the Company's corporate website. The main purpose of this project is to increase prestige of the power engineering profession. The portal was reference for multiple publications in the regional press about the power engineering profession on behalf of those who provide daily reliable operation of power systems in large cities and small villages. The content of the portal includes essays, sketches, interviews, photos, and draws a portrait of a creative worker — an ordinary representative of the electricity industry.

JSC IDGC of the North-West is a participant of regional programs for urban territory improvement. In 2014, the Company set up a monument to electric line worker in Syktyvkar. This is the first monument in the capital of the Komi Republic dedicated to members of the profession.

The traditional ecological campaign by JSC IDGC of the North-West is ongoing, in which the Company's employees participate in landscaping of the cities and towns in North-West of Russia; this campaign is aimed at drawing attention to the problem of forest conservation and at careful attitude to the nature of our land. Specialists of IDGC of the North-West laid three alleys, planted seedlings on territories of schools and kindergartens, participated in regional volunteer cleans-up. In ecological campaigns organized by the Company students of schools and infant schools, teenagers from social rehabilitation centers for minors were engaged.

Guided by the principles of social responsibility, the employees of JSC IDGC of the North-West organize volunteer programs; participate in blood donations and social solidarity projects in all the regions. In 2014, the Company continued charity campaigns addressed to children from orphanages, boarding schools, children's social institutions. Useful gifts were prepared for children: books, educational board games, stationary, sports equipment, and daily necessities for patients of children's regional hospitals and their parents. Major part of the charity actions are joint activities — master classes and educational tours — organized by the Company's specialists for kids. On New Year Eve, JSC IDGC of the North-West organized a celebration for patients of the Children's Hospice and the Children's Department of the Oncology Institute named after Petrov.

Specialists of JSC IDGC of the North-West and their families regularly participate in the special events, rallies and demonstrations dedicated to the memorable dates of the Great Patriotic War. The Company's employees participate in the historical action Relay Race with the Banner of Victory, started in 2010 by the veterans working in the power grid complex of Russia. In 2014, the employees of Arkhenergo branch joined the voluntary searching group Paratrooper for a regular search operation in the Karelian woods; the employees of Novgorodenergo branch honoured the memory of the Novgorod search expedition Valley. Pskov branch laid a memorial walkway in one of the power facilities, and helped to establish a memorial on the place of the village burnt during the War. Their colleagues in the Vologda, Pskov, Novgorod regions and the Republic of Karelia participated in the reconstruction of memorials and military graves. For The Russian National Memory Watch, dedicated to the 70th anniversary of the Victory, Novgorodenergo branch is preparing a permanent photo exhibition about history of the search movement in the Novgorod region. For this memorable date, Arkhenergo branch is preparing a second edition of the anthology of the veterans' memoirs Memories Cannot Fade.