**ТЕХНИЧЕСКОЕ ЗАДАНИЕ / TECHNICAL REQUIREMENTS**

на оказание услуг по информационному обслуживанию на рынке Турции / for rendering services of informational support in Türkiye

**English version**

CONTENT

SECTION 1. NAME OF THE SERVICE

SECTION 2. DESCRIPTION OF SERVICES

Subsection 2.1 Description of the services provided

Subsection 2.2 The volume of services provided, or the proportion of services provided within the total volume of procurement

SECTION 3. SERVICE REQUIREMENTS

Subsection 3.1 General requirements

Subsection 3.2 Requirements for the quality of the services provided

Subsection 3.3 Requirements for warranty services provided

Subsection 3.4 Privacy requirements

Subsection 3.5 Requirements for the security of the provision of services and the safety of the result of the services rendered

Subsection 3.6 Training requirements for the personnel of the customer

Subsection 3.7 Requirements to the composition of the participant's technical proposal

Subsection 3.8 Special Requirements

SECTION 4. THE RESULT OF THE RENDERED SERVICES

Subsection 4.1 Description of the result of the services provided

Subsection 4.2 Requirements for acceptance of services

Subsection 4.3 Requirements for transferring to the customer technical and other documents (registration of the results of rendered services)

SECTION 5. REQUIREMENTS FOR TECHNICAL TRAINING OF THE CUSTOMER'S PERSONNEL

SECTION 6. LIST OF ACCEPTED ABBREVIATIONS

SECTION 7. LIST OF ANNEXES

SECTION 1. NAME OF THE SERVICE

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| Rendering services of informational support in Türkiye  |

SECTION 2. DESCRIPTION OF SERVICES

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| Subsection 2.1 Description of the services provided  |
| 2.1. Goals:* shaping of a positive Customer’s image, image of Russian nuclear industry and Russian nuclear technologies in the Turkish market;
* shaping of an objective attitude over nuclear energy development among population, informing about the advanced solutions of Russian nuclear technologies in safety area;
* informing target audiences about the advantages of the Customer's products and services of the Russian nuclear industry;
* building effective interaction with national and local media, bloggers, expert community, public and professional organizations, including environmental organizations, and other target audiences;

2.2. Description of services:2.2.1. Analysis of the information field in Türkiye, Mersin and\or Sinop province in particular, considering Customer's positioning, positioning of the enterprises of the Russian nuclear industry and Russian nuclear technologies, as well as positioning the competitors' companies and the Customer's tasks and tasks of the Russian nuclear industry enterprises. Analysis and monitoring of public initiatives of key industry players, including the Customer's competitors, and the identification and analysis of risks related to realization of such initiatives and activities of the Customer’s competitors.*The result of the rendering services is the following:** *Monthly Report about implementation of services of this TOR and results achieved for the past month. Report format should be provided by the Customer 1 (one) week after start of rendering services.*

*Upon Customer’s request preparation of the following documents:** *analysis of the information field of the country considered Customer's positioning, enterprises of the Russian nuclear industry and Russian nuclear technologies, analysis of competitors' activities in the country,*
* *analysis of socio-economic and political situation analysis in the country and Mersin and|or Sinop province which may influence over implementation of Customer’s projects in Türkiye,*
* *analysis of external and internal factors, potential information threats affecting the PR campaign and the implementation of the tasks of the Customer and enterprises of the Russian nuclear industry,*
* *analysis of activities of Customer's competitors and initiatives of key industry players in Türkiye.*

*Template of the abovementioned documents should be aligned with the Customer.* ***The Contractor has to prepare recommendations of activities as part of communication plan for 2025. Not later than September 1, 2024 the Contractor provides recommendations of activities including the following information: purpose of the event, description, target audience of the event, planned deliverables. Recommendations are prepared according to the format agreed with the Customer, and within the time frame indicated in the Customer's request and agreed with the Contractor.*** *Within the first reporting period the Contractor has to update and approve* ***media database of leading and authoritative media in Türkiye*** *(TOP-20 of Turkish media, including at least 6 TV channels and 3 informational agencies of national level) and TOP-5 of Mersin media, including at least 1 TV channel). Media database is provided by the Customer to the Contractor within 3 (three) working days since the contract is signed. Updated media database with contact details is given to the Customer via email within three weeks after the beginning of rendering services. The database contains the name and the name of the editor-in-chief, the editor of the business and energy department (if any), the correspondents, their titles, telephones, e-mail, the name of the media, as well as topics covered by journalists, information about the ratings of media, its target audience/circulation/media outreach, web address (if any).**TOP-20 of Turkish media and TOP-5 Mersin media should be different. Media included into TOP-5 Mersin media list mustn’t be in the TOP-20 of Turkish media list.**The Contractor has to keep media database up to date, provide it quarterly via email mentioned in the contract. All changes have to be highlighted. For the purposes of this TOR, the data of international rating agencies, as well as expert evaluation, are applied as criteria for inclusion media in the TOP list, considering the circulation, citation rate, coverage of the target audience, distribution geography, etc. criteria, as well as the results of research on the readability and popularity of the media.*2.2.2. Conducting monitoring of the Turkish media and blogosphere (including social network) in an approved form with translation into Russian on the following topics: development of nuclear energy, NPP construction, public opinion on the development of nuclear energy, state policy in the field of nuclear energy, activity of Russian nuclear industry enterprises and its competitors in Türkiye. Alerts about news important for the Customer and alerts about informational threats and assistance in anti-crisis communications. Monitoring and alert should also include up-to-date summary of the most important news related to Türkiye’s socio-political life. Negative and critical materials should be highlighted separately. *The result of rendering services is:** + - 1. *Daily reports about news important[[1]](#footnote-1) for the Customer and Russian nuclear industry enterprises with a brief description in Russian (translation of the full texts of news into Russian is carried out at the request of the Customer within deadlines approved with the Customer and approved by the Contractor). Alerts have to follow the structure below:*
* *news about the Customer and its enterprises,*
* *energy, nuclear energy and related sectors news,*
* *important social, political, economic news covering current agenda in the country (elections, political crisis, governmental reshuffle, appointment and/or resignation of ministers and head of other authorities leading nuclear programs in the country major accidents, celebrations and important social events relevant for the country, etc.).*

*Daily reports shall be prepared for the current day prior to 18:30 on working days (including the news that were issued after 18.30 on the day before). Publications made over weekend and public holidays shall be piled in the closest daily alert on the first working day.** + - 1. *Weekly media report with translation not less than ½ of the content into Russian, covering national and international media working in Türkiye, and containing a report that includes:*
* *News about the Customer and its enterprises,*
* *Energy, nuclear energy and related sectors news,*
* *Media landscape (country’s agenda recap, upcoming news important for the country, social and economic development etc.).*
* *any negative or critical materials, that shall be highlighted in a separate section.*

*Weekly report should be sent within 2 calendar days after end of last working day every week.** + - 1. *Crisis alerts (within 1 hour since publication distributed) about negative and critical publications about the Customer[[2]](#footnote-2), and suggestions how to react, including: analysis of the event/publication, reaction plan (if needed), and draft of official statement/comment for Turkish media, follow-up activity to update situation development in media (follow-up deadline is approved by the Customer additionally via email). Suggestions should be sent to the Customer for approval by email within 2 hours after crisis alert was sent. It is provided in Russian and/or English,*
			2. ***Based on the Customer’s request*** *statistical report for every reporting period in Russian on negative materials with analysis of the main reasons for criticism, negative arguments (the format of the report is agreed with the Customer within 1 (one) week from the start of the rendering services,*
			3. *Statistical report in Russian with information about positive, neutral and negative materials published in 2024 (within the period from January 1 until December 31) about Rosatom, its enterprises, technologies and key projects, including chart exemplifying total number of publications; number of negative publications out of total and positive-neutral ones out of total; balance of neutral-positive and negative publications using the methodology x – y = z (where x – positive and neutral publications; y – negative publications, z – balance of neutral and positive publications); examples of most prominent publications in TOP media of Türkiye. The preliminary report has to be provided to the Customer before December 15, 2024 based on the sample to be provided by the Customer to the Contractor before November 1, 2024, final report has to be provided to the Customer within first 5 (five) working days after the end of calendar year.*

*For the purposes of this TOR, international media refers to media of foreign countries registered in Türkiye and / or whose representatives (journalists / special correspondents, etc.) are accredited in Türkiye in accordance with the established procedure, and / or media of foreign countries representatives of which prepare and publish information materials dedicated to Türkiye, and media outreach includes Turkish target audiences, provided in Section 3.1. of this Terms of Reference.**The example of alerts and weekly media reports are provided by the Customer within 3 (three) working days after start rendering the services for consideration of the Contractor.* *Mail list with recipients of weekly media reports and alerts should be sent by the Customer to the Contractor via email within 3 (three) working days after start rendering the services. Mail list can be modified by the Customer during the whole period of rendering services any number of times.* *Key words for weekly media reports and alerts should be sent by the Customer to the Contractor within 3 (three) working days after start rendering the services. Key words list can be changed by the Customer during the entire period of service provision.*2.2.3. Interaction with the Turkish media, including:* organization of prompt interaction with media, including preparation of interviews, press conferences, etc.;
* organization of media support of the Customer's participation in business / cultural / social events (including preparation of press releases, media invitations for event, interaction with media at event and follow up after it to ensure media coverage) – upon the Customer’s request;
* prompt response to media requests, including supply media with information on the Customer’s activities and activities of Russian nuclear industry enterprises;
* development of news topics and dispatching of media materials among Turkish media after the Customer’s approval;
* copywriters work in Türkiye with proper background and experience in the field of energy, who is responsible for the preparation of unique texts, including on Turkish language, in accordance with the thematic areas agreed with the Customer,
* the Contractor has to ensure interaction with correspondents of Turkish media accredited in Russia if and when requested by the Customer.

The information interaction is aimed at the prevalence in the national media of Türkiye and the media of the Mersin province, blogosphere of weighted assessments about the various areas of the Customer's activities, the Russian nuclear industry enterprises, implementation of the Akkuyu NPP project, statements in a balanced tone about modern Russian nuclear technologies, safety and reliability of the projects being implemented within the country, in Russia and in foreign markets. Balanced tone means weighted assessment of the Customer’s activities, or assessment which includes the Customer’s statement or represent arguments of the Customer any other way. *The result of the provision of services is:**2.2.3.1. Preparing and adaptation of information materials (news, press releases, comments, analytical materials, interviews) in accordance with the Customer’s goals and tasks of Russian nuclear industry enterprises for distribution among Turkish media and media coverage on permanent base. There should be a monthly placement of at least 15 publications in at least 3 media from TOP-5 Mersin media (at least 4 publications should be on TV) and at least 25 publications in at least 6 media from TOP-20 Turkish media (at least 15 publications should be on TV and information agencies of that list), not counting the repeats of news and broadcasts on the same channel, and not counting reprints of publications. All materials should be approved by the Customer before distribution.**Due to the low business activity in the country during Ramadan period, quantitative indicators are allowed to be decreased to at least 5 publications per month in Turkish media and at least 5 publications per month in Mersin media. Quantity reduction is applied only for the month of Ramadan and doesn’t extend for the previous and following months after Ramadan period.** + - 1. *Additionally, quarterly preparation and publications of at least 3 (three) unique media materials in the TOP-20 Turkish media dedicated to implementation and significant events in Akkuyu NPP project or realization other Rosatom projects relevant for the Customer in Türkiye (upon his decision):*
* *at least 1 (one) material with leading informational agency (Anadolu and/or Ihlas and/or Demiroren or similar corresponding to its ratings and coverage of the audience) in the format of the video interview and/or printed material of at least 2 000 characters,*
* *at least 1 (one) TV report of at least 90 seconds long in one of the TOP TV of Türkiye in the format of the video interview of expert or the Customer’s speaker or special video report from Akkuyu NPP construction site and/or participation of expert or the Customer’s speaker in popular TV program (channels NTV and/or CNN Turk and/or A Haber/A Para and/or TRT Haber or similar with corresponding to its ratings and coverage of the audience),*
* *at least 1 (one) interview of expert or the Customer’s speaker or special material about implementation of Akkuyu NPP project in leading TOP outlet (Sabah and/or Hurriyet and/or Dunya or similar with corresponding to its ratings and coverage of the audience),*

*Preparation and placement of information materials is carried out in accordance with the thematic plan prepared by the Contractor and approved by the Customer, which should include a description of the media, a description of the topic for placement, and the format of placement. The plan is provided to the Customer by e-mail within 1 (one) working week from the start of the contract and is updated at least 1 (one) time during the next reporting period, except in cases when, agreed by the Contractor, the plan is considered as actual. Preparation and placement of materials should include possible costs for the purchase of airtime in TV / space in the publication, other costs associated with the placement of material provided for by the publication's policy.**Media support during the Customer's participation in business / cultural / social events with a report after the services rendered, including interaction with media before and during the event, assistance in invitation of media to the event, publications and TV reports (if requested by the Customer).**Reports for every reporting period should include the percentage and quantity ratio of published materials in reputable media in Türkiye, contain information on the final media coverage of publications initiated by the Contractor, publications published in Turkish media as a result of working under media request, following the results of press tours, organized interviews, etc.**Upon request of the Customer, the Contractor shall, within the time specified in the request, provide a Report on the results of the distribution of information material transmitted by the Customer for distribution in the media. The request may also be about distribution of a particular news hook/other topic in the Turkish media. The Customer specifies a template for the preparation of such a report in the request email.*2.2.4. Interaction with experts of Türkiye, loyal to the development of nuclear energy, as well as Russian nuclear technologies among the representatives of the following target audiences:* Specialists in the field of nuclear energy and industry,
* Representatives of scientific and engineering organizations, engineering structures working in the field of nuclear energy and industry;
* Representatives of relevant committees / commissions of executive state authorities;
* Political and public figures;
* Veterans of nuclear energy and industry representatives;
* Representatives of the scientific and healthcare community, cultural and art figures;
* Representatives of the education sector (management of universities, technical schools, lyceums and schools, professors, teachers, students);
* Representatives of the business and investment community;
* Representatives of professional associations and trade unions;
* Representatives of public organizations and movements, including environmental organizations, including Mersin provinces;
* Heads of industrial enterprises of the country;
* Graduates of Russian (Soviet) universities;
* Representatives of subcontractors of Akkuyu Nuclear JSC.

 *The result of the rendering services is:** + - 1. *Every reporting period providing publication of at least 10 (ten) unique expert opinions in TOP-20 Turkish media and/or TOP-5 Mersin media in various formats (author's materials, opinions, comments, interviews, etc.) aimed at maintaining the positions and activities of the Customer and enterprises of the Russian nuclear industry , as well as raising awareness of stakeholders and decision-makers on the development of nuclear energy in Türkiye, the quality of the Russian offer, innovation and reliability of Russian nuclear power technology. Expert opinions should be previously sent to the Customer by email. At least 40% of expert publications initiated by the Contractor in various formats should be placed in TV from TOP-20 Turkish media and/or TOP-5 Mersin media. Publication of several experts’ opinion in one media material can be considered prior to the Customer’s approval.*

*Candidates of experts for obtaining unique opinions should be approved with the Customer and contain the following information: name and surname of the expert, work position, organization name, subject matter covered by the expert with links to publications about the Customer (if any). The candidates should be provided by the Contractor within 5 (five) working days in the beginning of each reporting period.**For the purposes of this TOR employees of enterprises of the Russian nuclear industry in Russia and abroad cannot be considered as experts.** + - 1. *Participation in the organization, assistance in conducting and media coverage (if needed and upon approval by the Customer) of visits of representatives of governmental bodies, public organizations, experts to nuclear power facilities and industry of Türkiye, Russia and other countries, where Russian-designed nuclear facilities are being implemented.*

2.2.5. Work in social networks.*The result of the provision of services is:**Administration of accounts of the Customer in social networks (at least in two social networks approved by the Customer) popular in Türkiye in Turkish language with the following KPI: at least 3 (three) original posts per week according to thematic plan approved with the Customer via email and focused on target audience. Posts aimed at increase of public objectivity in Türkiye on the specified subjects.* *In case of comments to the posts - moderation of comments and answers to questions posted and critical judgments of users expressed, preparation and publication of responses to their posts and messages, comments on questions about the current activities of the Customer, including those aimed at overcoming unjustified myths and fears about nuclear energy, increase number of subscribers among target audiences of Facebook and Twitter pages.* *The pages audience and engagement rates should increase every reporting period. KPI should be agreed with the Customer as part of the kick-off meeting/call and sent by the Contractor via e-mail within 1 (one) week from the date of the meeting/call.**Reports should include information on posts made on the pages, the dynamics audiences in Türkiye and Mersin province, engagement rate among different target audiences in Türkiye and Mersin province.*  *Before last working day of the week (Thursday or Friday prior to the Customer’s approval) the Contractor sends via email the weekly thematic publications plan for the next week with the text in Russian and / or English and proposed visual content (infographic, photo or video), time and date of publication.* 2.2.5.1. Upon the request of the Customer - posting information about important news topics, events of the Customer, events held by the Customer, on pages publishing content for the province of Mersin and/or on popular pages related to the industrial or/and energy sectors, and/or on thematic pages appropriate to the subject of the specific post, and/or on pages that share news content in the social networks of the Republic of Türkiye. The list of pages where the posts are published is determined by the Contractor and agreed by the Customer in the first reporting period and may be updated in the following reporting periods if necessary and after approval received from the Customer. The list contains at least 10 accounts in at least three popular social networks in Türkiye, with its description, number of followers. Posting information in at least 5 pages according to the list abovementioned upon each request of the Customer. No more than 12 requests during the contract period.2.2.6. Providing translation of newsletters from English to Turkish and proofreading of the text.*The result of the provision of services is:**2.2.6.1. Providing monthly translation, proofreading from English into Turkish of the texts of monthly newsletters, which are prepared by the Customer. The Сustomer monthly, no later than the 20th day of each month, sends newsletter texts of no more than 35 thousand characters without spaces in English. The contractor, within no more than 7 calendar days, must provide translation and proofreading of the text into Turkish by a native Turkish translator.**2.2.6.2. Checking the layout of the Turkish newsletter. Based on the newsletter text provided by the Contractor in Turkish, the Customer prepares a PDF file of the monthly newsletter. The Customer sends to the Contractor for verification a layout of the monthly newsletter in PDF file. The Contractor must check and, if necessary, provide explanations and comments for correction within 2 working days from the date of receipt.**2.2.6.3. Translation and proofreading of a 1,500-character weekly newsletter with spaces from English to Turkish by a native Turkish translator. The Customer sends the text of the weekly newsletter no later than Wednesday every week, the Contractor must provide translation and proofreading of the text and send the text within 2 working days from the date of receipt.** + 1. Organization of 1 (one) media trip, including a visit of Russian nuclear industry enterprises in a period from March 21 to 29 inclusive to facilities located in the Moscow region (Elektrostal), Moscow, as well as a visit to the Atomexpo Forum in Sochi (March 25-26, 2024) (facilities details will be shared by the Customer).

***The result of rendering services is the organisation and holding of 1 (one) media trip consisting representatives of not more than 10 media outlets from TOP-20 Turkish media list and\or TOP-5 Mersin media list and at least 10 publications after the trip.*** ***The organization of the trip includes overhead costs needed, including, but not limited to: round-trip air tickets with arrival in Russia in Moscow and departure from Moscow or Sochi to Türkiye (depending on the logistics of the tour and the availability of air tickets), domestic tickets in the Moscow-Sochi direction, accommodation in Sochi for the duration of the Forum, accommodation in Moscow for the period of visit to nuclear industry enterprises, transfers for tour participants from the airport to their place of residence and back in Moscow and Sochi, as well as to the enterprises of the Russian nuclear industry, meals during the program of the trip, Turkish-Russian interpreter for the duration of the trip, business visas, medical insurance with 35 000 Euro coverage.****The Contractor should send to the Customer a report about the results of the trip within 5 (five) days after the event finishes. The form of the Report is coordinated and approved with the Customer. The report should contain photo report showing participation of attendees, participants, speakers of the event, list of participated media representatives and their publications.* |
| Subsection 2.2 The volume of services provided, or the proportion of services provided in the total volume of procurement |
| The share / volume of individual services in total purchases is not defined |

SECTION 3. SERVICE REQUIREMENTS

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| Subsection 3.1 General requirements |
| * services should be comprehensive and consider PR tools, including tools for anti-crisis PR;
* services must be provided for a period of 12 months;
* the Customer is entitled to request for details about necessity and efficiency of using different methods with each target audience;
* for the purpose of this TOR the Contractor has to provide at least 3 (three) managers[[3]](#footnote-3) leaving in Türkiye and speaking on Turkish as a native speaker who will manage the TOR implementation during the whole period of contract. At least 1 (one) manager should know English at least C1 level on CEFR scale, at least 1 (one) manager should know Russian on the level of at least B2 according to the scale established by the Decree of the Ministry of Education and Science of Russia №255 dated April 1, 2014 «About proficiency levels of Russian language as a foreign language and its requirements» (professional Russian-Turkish interpreter is acceptable as an alternative);
* the Contractor must ensure at least 1 (one) copywriter with at least 2 years of experience in drafting texts related to energy and/or nuclear topics (the Customer has a right to request CV of the copywriter to prove the experience);
* the most influential and reputable media, including television, radio and internet resources, as well as social networks should be used in working with the public and the media;
* when working with target audiences, the current political and economic situation in Türkiye, the countries of the Middle East and North Africa region and the world as a whole should be taken into account; opinions of public opinion leaders, the activities of public organizations, relevant topics discussed in the society, market conditions, national and regional characteristics;
* the Contractor must provide materials to the Customer in pre-approved languages ​​(Russian and/or Turkish, on demand - English), if necessary, make quick and high-quality translation of documents / texts into appropriate languages;
* Conflict of interest: similar services should not be provided by the Contractor (as well as its affiliated companies or its counterparties in the country) to foreign and local companies operating in the nuclear energy and industry sector without approval by the Customer during the entire period of service rendering;
* The Contractor should work closely with the following bodies:
* regional centre of Rosatom in the Middle East and North Africa region;
* Department of Communication Projects and Department of Business Communication Support at the Private Institution "Rosatom International Network";
* Communications Department of Akkuyu Nuclear;
* the Communications Department and the Department of International Business of Rosatom State Atomic Energy Corporation (if necessary);
* enterprises of the Russian nuclear industry that are implementing projects in Türkiye (if necessary);
* other PR agencies serving nuclear industry enterprises to develop general plans and its successful implementation (if necessary);
* the result of each service performed is evaluated in accordance with the key performance indicator (KPI); KPI for the contract is understood as a key indicator of the result of the Contractor's activities carried out in the process of rendering services and aimed at achieving the tasks specified in clause 2.1. of this annex;
* as part of interaction with the media during events - sending a program of events organized by the Contractor with the participation of the Customer’s speaker no less than 5 working days before the start date of the event;
* as part of interview preparation - sending questions for the Customer’s speakers no less than 7 working days before the date of the interview (if it is impossible for fair reasons - sending questions as soon as possible from the moment information about confirmation of the interview / request from the publication becomes available);
* accompany Turkish media groups visiting the Akkuyu NPP construction site or events with the participation of the Customer’s speakers by the Contractor’s representative is mandatory;
* the structure, format and content of the reports are agreed upon and approved by the Contractor with the Customer 3 (three) weeks after the start of rendering services.

\* Target audience (stakeholders)):* national, regional, local media and international media accredited in Türkiye;
* bloggers and influencers from social networks in Türkiye;
* authorities, including local ones;
* business partners and professional associations,
* professional and public organizations, including environmental,
* the scientific community, universities, students, schoolchildren, teachers;
* population living in Gulnar and Silifke districts of Mersin province,
* broad segments of the population with focus on the inhabitants of Mersin province.

Thematic areas of information interaction with the media include:* support the activities of the Customer and the Russian nuclear industry enterprises to promote the integrated offer to the international market, including NPP construction projects for Russian VVER generation 3+ technology, construction of low-power nuclear power plants, handling of SNF and RW and other activities of Rosatom.
* the positioning of the Customer and the Russian nuclear industry enterprises as part of a global full cycle company in comparison with competitors;
* support during participation of the Customer and the Russian nuclear industry enterprises in tendering procedures for NPP construction in the countries of the Middle East and North Africa region, Europe, Asia and other projects;
* development of the reputation of the Customer and the Russian nuclear industry enterprises as reliable partners offering the most modern competitive solutions in nuclear energy;
* supporting the priority of the Customer and the Russian nuclear industry enterprises aimed at the safety of personnel, the public and the environment over direct commercial benefits;
* Customer's commitment to the principles of a safety culture;
* the positioning of the Customer and enterprises of the Russian nuclear industry as components of a stable, financially successful company with a large portfolio of orders for the coming decades in various countries of the world;
* demonstration of the success of the Customer and the Russian nuclear industry enterprises in the countries of Europe, the Middle East and North Africa, support of partner relations between the Customer and the Russian nuclear industry enterprises with energy, power engineering and other state and business structures of Türkiye working in the field of nuclear energy, industry and construction;
* support the activities of the Customer and the Russian nuclear industry enterprises in the nuclear fuel cycle to promote Russian nuclear technologies to the market;
* support for Russia-Türkiye cooperation in the field of specialized education in Russia and Türkiye;
* supporting a program for recruitment of foreign students in Russian universities for nuclear specialties under the quota of the Rossotrudnichestvo and Rosatom;
* supporting Russia's scientific cooperation with Türkiye in the field of nuclear power and the nuclear fuel cycle;
* support for cooperation between Russia and Türkiye in the field of culture, art and social initiatives;
* informational support of the activities of the Customer and the Russian nuclear industry enterprises, including nuclear medicine, the creation of nuclear space energy engines, radiation and security systems, superconductors, supercomputers, nanotechnologies, etc., as well as international cooperation in this field;
* image-building of the Customer and the Russian nuclear industry enterprises as a complex of advanced, reliable, safe and science-intensive technologies and knowledge;
* informing target groups about the results of stress tests conducted at Russian NPPs, scheduled inspections by the IAEA and WANO;
* supporting the initiatives of the Russian Federation aimed at improving the safe operation of nuclear facilities and energy in the world, increasing transparency in the activities of nuclear energy companies;
* support of the Customer's efforts aimed at increasing the transparency of the activities of enterprises of the Russian nuclear industry, as well as implementing anti-corruption programs;
* supporting the Customer's activities aimed at developing and cooperating in the international market of joint efforts with interested parties to decommission nuclear and radiation facilities (back-end);
* public acceptability of nuclear energy and the Akkuyu NPP construction project in Türkiye;
* support for promotion and implementation of projects for the construction of nuclear science and technology centres based on research reactors and cyclotron equipment of Russian design;
* promoting best practices and competencies of Russian nuclear industry enterprises in the field of nuclear infrastructure development.
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| Subsection 3.2 Requirements for the quality of the services provided |
| Services have to be provided in accordance with TOR.Requirements to the translation services:1. Compliance of the written translation with the following criteria: completeness of the translation; equivalence and adequacy of translation (correct transfer of content and terminology); adherence to the rules of grammar, vocabulary and syntax; absence of typos and other errors, including spelling errors that are not automatically detected; no extra spaces between words, punctuation marks in the text;2. Compliance of the translation presentation style with the stylistic features of the document (instruction, regulatory document, advertising brochure, scientific article, etc.). |
| Subsection 3.3 Requirements for warranty services provided |
| Not applied |
| Subsection 3.4 Privacy requirements |
| The Contractor is responsible for the disclosure of information obtained as a result of the provision of services, in accordance with applicable law. The Contractor is obliged to ensure confidentiality, including by preventing the creation of a conflict of interest as a result of cooperation with competing companies. |
| Subsection 3.5 Requirements for the security of the provision of services and the safety of the result of the services rendered |
| Not applied |
| Subsection 3.6 Training requirements for the personnel of the customer |
| Not applied |
| Subsection 3.7 Requirements to the composition of the participant's technical proposal |
| Not applied |
| Subsection 3.8 Special Requirements |
| Principles of rendering services:* prompt response to the Customer requests (response within one hour to the Customer's written request by e-mail);
* ensuring confidentiality, including by preventing a conflict of interest as a result of cooperation with competing companies;
* immediate notification (including real-time notification) about urgent and most important news in the country;
* a fixed fee for services is paid for each reporting period (3 months) upon their rendering after the signing the Report and Acceptance certificate by both sides for the specified period in the form agreed with the Customer, including direct costs for organizing and holding press trip and materials publishing in media specified in clause 2.2.7 and 2.2.3.2 of the Terms of Reference;
* payment for the organization and holding of press trip specified in clause 2.2.7 of the Terms of Reference is possible only after the event and the achievement of the results indicated in the Terms of Reference
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SECTION 4. THE RESULT OF THE RENDERED SERVICES

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| Subsection 4.1 Description of the result of the services provided |
| The result of the provision of services should be the successful implementation of the tasks specified in clause 2.1 of this Terms of Reference. |
| Subsection 4.2 Requirements for acceptance of services |
| Delivery and acceptance of the Services shall be made based on the Services actually rendered within an reporting period - 3 (three) months.During the first 5 (five) business days from the end of each reporting period, the Contractor shall submit to the Customer electronically scanned copies of signed reporting documents: invoice, Report and Acceptance Certificate for the services rendered (hereinafter – Acceptance Certificate) followed by the template agreed in the Contract. Within five (5) business days from the receipt of the report documents via e-mail, the Customer shall approve them by e-mail or provide the Contractor with reasoned remarks and a list of required improvements. The remarks shall be eliminated by the Contractor at his own expense within five (5) business days from the receipt of remarks from the Customer. After this the report documents shall be sent to the Customer via e-mail for approval. Within the first two (2) business days after receiving of the approval of the reporting documents from the Customer via e-mail, the Contractor shall send to the Customer signed originals of the invoice, Report, the Acceptance Certificate in 2 (two) copies in hard copy The Report, Acceptance Certificate, the invoice shall be drawn up in compliance with the usual business practices and laws applicable in Türkiye, contain all necessary document details helping to identify the provided Services as well as the responsible officials.Within 5 (five) work days since the receipt of the Acceptance Certificates and Report from the Contractor, the Customer shall sign them or provide a substantiated refusal to sign them with a list of necessary corrections. Such corrections shall be implemented by and at the expense of the Contractor within 5 (five) work days from the receipt of such substantiated refusal to sign the Acceptance Certificates and/or Report from the Customer. After this the document shall be sent to the Customer again. The Acceptance Certificate signed by the Parties confirms the proper fulfilment of obligations under the Agreement.  |
| Subsection 4.3 Requirements for transferring to the customer technical and other documents (registration of the results of rendered services) |
| Not applied |

SECTION 5. REQUIREMENTS FOR TECHNICAL TRAINING OF THE CUSTOMER'S PERSONNEL

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| Not applied |

РАЗДЕЛ 6. ABBREVIATIONS

|  |  |  |
| --- | --- | --- |
| № п/п | **Abbreviation** | **Description** |
| 1 | Mass media  | Mass media |
| 2 | KPI | Key Performance Indicator |
| 3 | PR | Public relations |
| 4 | NPP | Nuclear power plant |
| 5 | VVER | Water-water energy power reactor |
| 6 | SNF | Spent nuclear fuel |
| 7 | RW | Radioactive waste |
| 8 | IAEA | International Atomic Energy Agency |
| 9 | WANO | The World Association of Nuclear Operators |
| 10 | IGA | Intergovernmental agreement  |
| 11 | RF | Russian Federation |
| 12 | Reporting period | Period used to determine the periodicity of payment, including the provision of services (3 months)  |
| 13 | Crisis Communications | a complex of information and communication activities aimed at minimizing damage to the image of the organization in a crisis |
| 14 | Information threat | potential event, action, material in the media or other open sources that may have a negative impact on the implementation of business objectives and objectives of organizations |
| 15 | Immediate informing / alerts | Timely informing the Customer, carried out immediately after receiving the information by the Contractor, in real time or not later than 1 hour from the moment of the event / information discovered |
| 16 | Enterprises of the Russian nuclear industry | Any enterprise of Rosatom State Atomic Energy Corporation, including enterprises, whose shareholders are enterprises of Rosatom State Corporation |
| 17 | Influencer | Representative of social network community whose valuable opinion influences over other representatives of specific target audience |
| 18 | Blogosphere | Segment of the Internet environment that brings together bloggers, including social networks. |
| 19 | Blog | Type of website where the main content is presented with text, images or video materials published by one or several bloggers, or segment of website/social network aimed at publishing such content  |
| 20 | Blogger | Person who does the blog  |
| 21 | Proofreading | Ensuring compliance of the texts with the following criteria: equivalence and adequacy of translation (correct transfer of content and terminology); adherence to the rules of grammar, vocabulary and syntax; absence of typos and other errors, including spelling errors that are not automatically detected; no extra spaces between words, punctuation marks in the text; compliance of the style with the stylistic features of the document. |

SECTION 7. LIST OF ATTACHMENTS

|  |  |  |
| --- | --- | --- |
| Attachment No. | Attachment name | Page number |
| Not applied |

1. The criteria what is important will be delivered to the Contractor along the way [↑](#footnote-ref-1)
2. The criteria of negative and critical publications will be delivered to the Contractor along the way [↑](#footnote-ref-2)
3. The team list is sent within 1 (one) week from the start of rendering services with specifications about areas of responsibilities between managers for implementation of the TOR. The Contractor must inform the Customer about all changes in the team on-time. [↑](#footnote-ref-3)