**TECHNICAL REQUIREMENTS**

for rendering services of informational support in Egypt for 2020

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 Egypt for the 2020  |

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 Egyptian 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 Egypt, with focus on Matrouh 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 a* ***document consisted of****:** *analysis of the information field of the country considered Customer's positioning, enterprises of the Russian nuclear industry and Russian nuclear technologies, competitors' companies, as well as realization of the Customer's tasks and business tasks of the Russian nuclear enterprises, political and social analysis in the country and Matrouh province which influence over implementation of Customer’s projects in Egypt;*
* *list of Egyptian media and media of Matrouh province which considers political agenda in the country, highlights of pronuclear and antinuclear media (if any), highlights of key journalists writing about nuclear-related topics and about Customer’s projects, highlights of main talking points of positive/neutral and negative tones about activities of the Customer and its projects in the country for the past 12 months which dominates in media field of the country and Matrouh province, highlights of main stakeholders of media field and other factors important to consider in communications work in Egypt and Matrouh province;*
* *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.*

***The document, which has to be prepared according to this TOR, is an updated version of the document that has been prepared as a result of information support in Egypt conducted in 2019 (by previous supplier). The updated document should consider the results of the last year, but should not be identical in more than 30% of the document of last year. To prepare the updated version the Customer has to provide the previous one within 3 (three) days after start rendering the services.****The Customer and the Contractor hold the kick-off meeting/call* ***within 1 (one) week after start rendering the services for****: discussion of the Document’s format, business tasks of the Customer, discussion of other questions, important to consider while making up the Document. As a result of the meeting/call the Document has to be submitted to the Customer for approval within 3 (three) weeks after (based on agreed format).* *The document has to be updated* ***every month*** *and submitted to the Customer via email, mentioned in the contract.****The result of the provision of services is also in the communication plan for the period of rendering the services.*** *Plan is to be updated based on communications plan provided by the Customer within 1 (one) week after start rendering the Services. Updated plan has to be submitted to the Customer for approval within 3 (three) weeks after kick-off meeting/call via email based on the format approved by the Customer. The Contractor should update the communications plan considering the following:* * *the Contractor prepares recommendations for additional activities (recommendations should include event’s goals, description, key messages which will be delivered to the audience, PR instruments for media coverage and reaching media, key target audiences of the event, planned result);*
* *add events of the Customer (already mentioned in the communications plan received from him) with PR instruments for efficient media coverage and reaching media during and after the event.*

*Communications plan should be updated* ***every month****. The Contractor provides the Customer with new communications plan (for the next 12 month) no later than 4 months before the end of contracting period based on format approved by the Customer and within deadlines mentioned in the Customer’s request.****The result of the provision of services within first reporting period is also updated and approved media database of leading and authoritative TOP-20 media in Egypt with at least 5 TV of Egypt****. Additionally media database shall consider media which broadcast over Egypt and Matrouh province. Media database shall include regional media broadcasting in Matrouh province (not on a national level) considering information about target audience mentioned in p.3.1 of this TOR.* *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), other information important to consider in the context of information field of Egypt.* *The database should include also popular blogs and pages in social networks (at least Facebook and Twitter), influencing the target audience of Egypt (popular pages about the life of the province of Matrouh, popular science blogs, web platforms that publish the opinions of authoritative experts, other channels read by the target audience of Egypt). The contractor provides information about the profile of these pages/blogs and published content, the number of users/subscribers of blogs/pages based on experts’ evaluation, the rating published by media of Egypt, the attitude about development of nuclear energy in the country (Pro-nuclear/anti-nuclear). Information is provided as a separate section in the media database.**The Contractor should update media database in order to keep it up to date,* ***provide it every month*** *via email, mentioned in the contract. 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.**The result of the provision of services is also an updated Q&A (at least 20 Q&A in the first reporting period) elaborated with consideration of the most relevant topics circulated in Egyptian media field over implementation of the Customer’s projects in the country and the Middle East and North Africa. Q&A should be adapted for the country's media and include information about the Customer’s activities in Egypt and activities of enterprises of the Russian nuclear industry, reflecting its business tasks.* ***The updated Q&A should be based on the previous Q&A has been prepared as a result of information support in Egypt in 2019 (by previous Supplier). The Customer has to provide the previous version of Q&A within 3 (three) days after start rendering the services.*** *The list of questions should also take into account the main myths and stereotypes, negative messages about the Customer’s projects in Egypt and nuclear power running among target audiences in Egypt. As a result of the first reporting period the updated Q&A is provided to the Customer by e-mail within 3 (three) weeks after the kick-off meeting/call. During following reporting periods, the Contractor send the updated Q&A within the first 2 (two) days after the beginning of the reporting period or upon the request of the Customer within the time agreed by the parties.* 2.2.2. Conducting monitoring of the Egyptian 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 Egypt. Immediate 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 Egypt’s socio-political life. Negative and critical materials should be highlighted separately. *The result of rendering services is:** *daily (real-time) alerts 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);*
* *weekly media monitoring with translation not less than ½ of the content into Russian, covering national and international media working in Egypt, and containing a report that includes weekly analysis of the information field (should be sent within 4 calendar days after end of last working day every week, according to this TOR end of week is considered as Thursday as well as Sunday is considered as beginning of the week).*
* *Crisis alerts (within 1 hour since publication distributed) about negative and critical publications about the Customer, and suggestions how to react, including: analysis of the event/publication, reaction plan (if needed), and draft of official statement/comment for Egyptian 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;*
* *quarterly statistical report 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.*

*For the purposes of this TOR, international media refers to media of foreign countries registered in Egypt and / or whose representatives (journalists / special correspondents, etc.) are accredited in Egypt in accordance with the established procedure, and / or media of foreign countries representatives of which prepare and publish information materials dedicated to Egypt, and media outreach includes Egyptian target audiences, provided in Section 3.1. of this Terms of Reference.**The example of alerts and weekly monitorings are provided by the Customer within 3 (three) working days after start rendering the services for consideration of the Contractor.* *Mail list of monitorings 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 monitorings and alerts should be sent by the Customer to the Contractor within 3 (three) working days after start rendering the services.* 2.2.3. Interaction with the Egyptian media and blogosphere, including:* organization of prompt interaction with media, including preparation of interviews, press conferences, etc.;
* organization of information 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);
* prompt response to media requests, including supply media with information on the Customer’s activities and activities of Russian nuclear industry enterprises;
* creation of news hooks and distribution of information materials among Egyptian media after the Customer’s approval;
* copywriters work in Egypt with appropriate education and knowledge in the field of energy, who is responsible for the preparation of unique texts, including on Arabic language, in accordance with the thematic areas agreed with the Customer.

*The information interaction is aimed at the prevalence in the national media of Egypt, blogosphere of weighted assessments about the various areas of the Customer's activities, the Russian nuclear industry enterprises, implementation of the El Dabaa 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:** *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 Egyptian media and media coverage on permanent base.* ***There should be a monthly placement of at least 6 publications in at least 6 media from TOP-20 of Egyptian media database and at least 2 posts in popular blogs and pages in social networks (specified in p.2.2.1 of this TOR)****, 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 2 publications in at least 2 media from TOP-20 media database. Quantity reduction is applied only for the month of Ramadan and doesn’t extend for the previous and following months after Ramadan period.** *Additionally, quarterly preparation and publications of at least 5 (five) unique information materials in the TOP-20 Egyptian media (at least 3,000 characters) and 2 TV reports from TOP-20 with 90 seconds long. Materials should contain information about the Customer’s activities and activities of the Russian nuclear industry enterprises. Quantitative indicators of information materials do not take into account repeats of news and broadcasts on the same channel (for TV), and do not take into account reprints of publications.*

*Preparation and publication of information materials is carried out in accordance with the thematic plan prepared by the Contractor and approved by the Customer. The plan is provided to the Customer by e-mail within 2 (two) working days after the start of each month. Additionally, the Contractor prepares the Report about KPI implementation according to this point of services for the past month and plan for implementation of this KPI for the following month. Report format should be provided by the Customer 1 (one) week after start of rendering services.* * *Information support during the Customer's participation in business / cultural / social events with a report after the services rendered, including publications and TV reports.*
* *Reports for every reporting period should include the percentage and quantity ratio of published materials in reputable media in Egypt, contain information on the final media coverage of publications initiated by the Contractor, publications published in Egyptian 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 Egyptian media. The Customer specifies a template for the preparation of such a report in the request email.*

2.2.4. Organization of media events (press conferences, press lunches, briefings, etc., press tours to nuclear power facilities in Egypt, Russia and / or third countries, where Russian-designed NPPs are being implemented, as well as to international conferences/forums dedicated to nuclear industry), as well as support in organization of business events of the Customer (workshops, conferences, forums) (upon request of the Customer). *The result of rendering services is the organisation and holding of local and off-site press events based on a previously prepared and approved by the Customer via email communications plan approved with the Customer by e-mail, including** ***Organization of 2 (two) off-site press events to Russian nuclear industry enterprises (in Russia and/or countries where NPPs based on Russian technologies are being implemented / operated), and international conferences/forums on nuclear agenda with participation of at least 4 (four) media from media database of Egypt per each off-site press event.***
* ***Not more than 1 (one) local press event for Egyptian media with participation of representatives from at least 5 media from Egyptian media database.***

***Results for off-site events – at least 5 (five) publications in media from Egyptian media database, results for local events - at least 5 (five) publications in media from Egyptian media database.******The organization of events includes overhead costs (for off-site events - tickets, visa support, including visa costs for event participants, transfer costs according to the program and accommodation, including all similar expenses for accompanying English and / or Russian speaking person from the Contractor; for local events – venue rental expenses and technical support of the event, if necessary - transfer for participants of the event). The final amount of costs shall be agreed with the Customer.****The Contractor should send to the Customer a report about the results of each event 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.* 2.2.5. Interaction with experts of Egypt, 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;

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 Egypt, Russia and other countries, where Russian-designed nuclear facilities are being implemented.*The result of the rendering services is:** *In the first reporting period – making a list of experts supporting the activities of the Customer and enterprises of the Russian nuclear industry. There should be at least 5 (five) experts from Egypt. The list should be provided by the Contractor and approved by the Customer via email within 3 (three) weeks after start rendering the services; result for the next reporting periods – update and expand of the list.*

*The list should include the following information: name and surname of expert, work title, telephone, email, organization name, subject covered by the expert with links to publications about the Customer (if any). The results also include possible participation / presentation of representatives of target audiences at business events in the interests of the Customer, enterprises of the Russian nuclear industry and their activities on various aspects of the nuclear energy and industry in the world.* * *Providing* ***quarterly publication of at least 12 (twelve) unique expert opinions in media of Egyptian media database and/or popular blogs and pages in social networks (specified in p.2.2.1 of this TOR). Opinions should be published 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 Egypt, 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.*

*For the purposes of this TOR employees of enterprises of the Russian nuclear industry in Russia and abroad cannot be considered as experts.**Due to the low business activity in the country during Ramadan period, quantitative indicators are allowed to be decreased to at least 1 expert publication per month. Quantity reduction is applied only for the month of Ramadan and doesn’t extend for the previous and following months after Ramadan period.*  |
| 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 within 12 months since the date mentioned in the contract;
* 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[[2]](#footnote-2) leaving in Egypt and speaking on Arabic 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;
* the Contractor must ensure at least 1 (one) copywriter for drafting texts related to energy and/or nuclear topics (the Customer has a right to request CV of the copywriter to prove the experience);
* when working with target audiences, the current political and economic situation in Egypt, 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 English, for materials to be shared with media – English/Arabic), 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;
* Communications Department of the Private Institution "Rosatom International Network";
* 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 Egypt (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.
* 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 Egypt;
* bloggers and influencers from social networks in Egypt;
* 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 Matrouh province, including those who work in Dabaa district;
* broad segments of the population with focus on the inhabitants of Matrouh 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 Egypt 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-Egypt cooperation in the field of specialized education in Russia and Egypt;
* 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 Egypt in the field of nuclear power and the nuclear fuel cycle;
* support for cooperation between Russia and Egypt 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 El Dabaa NPP construction project in Egypt;
* 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  |
| Subsection 3.3 Requirements for warranty services provided |
| Not applied |
| Subsection 3.4 Privacy requirements |
| Ensuring 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) after the rendering of services and upon the Report provided in the form agreed with the Customer about the results of each period, including direct costs for media events in 2.2.4;
* the Contractor provides the Customer with information about the results of rendering the services in the end of first and second months of each reporting period.
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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 |
| Not later than the first 2 (two) working days of the month following the end of each reporting period of services, the Contractor shall provide the Customer with scanned copies of the Service Report (hereinafter referred to as the Report), copies of the Acceptance Act, via e-mail specified by the Customer. The originals of the Report, the Act of Acceptance rendered in 2 (two) copies, invoices shall be sent to the Customer not later than the first 5 (five) working days of the month following the end of each reporting period.The report, the Act of Acceptance and invoice and the power of attorney must be executed in accordance with legislation of Egypt and UAE and business customs, contain all mandatory details of the document, which make it possible to clearly identify the services provided, as well as officials responsible for the transaction.Within 5 (five) working days from the date of receipt Acts of Acceptance, the Report on paper, the Customer undertakes to sign them or provide a reasonable refusal from signing with a list of remarks and deadline for its consideration. The documents are being updated by and at the expense of the Contractor within 5 (five) working days from the date of receipt from the Customer the refusal.  |
| 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. ПЕРЕЧЕНЬ ПРИНЯТЫХ СОКРАЩЕНИЙ

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| № п/п | **Сокращение** | **Расшифровка сокращения** |
| 1 | Mass media  | Mass media |
| 2 | KPI | Key Performance Indicator |
| 3 | PR | Public relations |
| 4 | Q & A | Questions and answers |
| 5 | NPP | Nuclear power plant |
| 6 | VVER | Water-water energy power reactor |
| 7 | SNF | Spent nuclear fuel |
| 8 | RW | Radioactive waste |
| 9 | IAEA | International Atomic Energy Agency |
| 10 | WANO | The World Association of Nuclear Operators |
| 12 | RF | Russian Federation |
| 13 | UAE | United Arab Emirates |
| 14 | Reporting period | Period used to determine the periodicity of payment, including the provision of services (3 months)  |
| 15 | Crisis Communications | a complex of information and communication activities aimed at minimizing damage to the image of the organization in a crisis |
| 16 | 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 |
| 17 | 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 |
| 18 | Enterprises of the Russian nuclear industry | Any enterprise of Rosatom State Atomic Energy Corporation, including enterprises, whose shareholders are enterprises of Rosatom State Corporation |
| 19 | Influencer | Representative of social network community whose valuable opinion influences over other representatives of specific target audience |
| 20 | Blogosphere | Segment of the Internet environment that brings together bloggers, including social networks. |
| 21 | 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  |
| 22 | Blogger | Person who do the blog  |

SECTION 8. LIST OF ATTACHMENTS

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| 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 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-2)