**Appendix No. 1**

**to Agreement No. \_\_\_\_\_\_\_\_\_of \_\_\_\_\_**

**TECHNICAL TASK**

for the rendering services of informational support in Turkey for the period 2018-2019.

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

|  |
| --- |
| Rendering services of informational support in Turkey for the period 2018-2019 |

SECTION 2. DESCRIPTION OF SERVICES

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

2.2. Description of services:2.2.1.1. **Analysis of the information field** **in Turkey, as well as the Mersin province**, 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 task 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 that connected with 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 of the Russian nuclear enterprises;*
* *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.*
* *Q & A (minimum 12), adapted for the information field of the country, containing information on the activities of the Customer and enterprises of the Russian nuclear industry, including their business tasks.*

***The document must be provided to the Customer three weeks after the start of the services****, and to be updated at least once during the reporting period or at the request of the Customer within deadlines agreed with the Customer. The document is provided via email, mentioned in the Contract.****The result of the provision of services is also in the communication plan for 12 months****. The communication plan must be provided to the Customer in the format agreed with the Customer, three weeks after the kick-off meeting between the Customer and the Contractor. Kick-off meeting should be held within a week after the start of rendering services. The communication plan is updated at least once during the reporting period or at the request of the Customer within deadlines agreed with the Customer.****The result of the provision of services is also media database of leading and authoritative media in Turkey*** *(TOP-10 media in Turkey, of which at least 5 TV channels, and the top 10 media in the Mersin province, of which at least 3 TV channels), and* ***media database of leading and authoritative media of the country, the main theme of which is the sphere of energy and / or nuclear industry*** *(so-called "pool of energy and / or nuclear media"). Media database with contact details (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)) is given to the Customer via email within three weeks after the beginning of rendering services. The database is updated / expanded at least once during the reporting period. 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, 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 in an approved form with translation into Russian on the following topics: development of nuclear energy, construction of nuclear power plants, public opinion on the development of nuclear energy, state policy in the field of nuclear energy, activity of companies of competitors and Russian enterprises of the nuclear industry in Turkey. Immediate informing about news important for the Customer and emerging informing about informational threats and assistance in the preparation of refutations, comments, statements, etc.*The result of the provision of services is:**• daily prompt (real-time) informing about news important 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 Turkey, and containing a report that includes weekly analysis of the information field.**• Emerging informing (within 1 hour since publication distributed) about negative and critical publications about the Customer, and suggestions how to react (suggestions should be sent to the Customer for approval by email within 4 hours after emerging informing was sent), including: analysis of the event/publication, reaction plan (if needed), and draft of official statement/comments for Turkish media, follow-up activity about the situation development in media with the aim of ensuring the prevalence in the media of objective and measured assessments of the event.(follow-up deadline is approved by the Customer additionally via email).**For the purposes of this TOR, international media refers to the mass media of foreign countries 1) registered in Turkey and / or whose representatives (journalists / special correspondents, etc.) are accredited in Turkey in accordance with the established procedure 2) and / or media representatives are accredited in the countries of the Middle East and North Africa region, but they prepare and publish information materials dedicated to Turkey, and the media coverage of the data includes the Turkish audience, provided for in Section 3.1. of this Terms of Reference.**Mail list of monitorings and informings should be sent by the Customer to the Contractor via email within 3 (three) days after start rendering the services. Mai list can be changed by the Customer within the whole period of rendering services.* *Key words for monitoring and informing should be sent to the Customer for approval within 3 (three) days after start rendering the services.*2.2.3. Interaction with the Turkish media, 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, provision of media invitations to the event, interaction with media at the event and after it to ensure coverage of event in media);
* prompt response to media requests, including provision of coordinated information on the activities of the Customer and enterprises of the Russian nuclear industry,
* initiation of news hooks and distribution of information materials on the Turkish media base coordinated with the Customer;
* organization of copywriters work in Turkey, who have appropriate education and knowledge in the field of energy and are responsible for the preparation of unique texts, including in Turkish, in accordance with the thematic areas agreed with the Customer.

*The information interaction is aimed at the prevalence in the national media of Turkey and the media of the Mersin province of weighted assessments about the various areas of the Customer's activities, the enterprises of the Russian nuclear industry, implementation of the Akkuyu nuclear power plant project, statements in a positive tone about modern Russian nuclear technologies, safety and reliability of the projects being implemented within the country, in Russia and in foreign markets.**The result of the provision of services is:** *Preparing information materials (news, press releases, comments, analytical materials, interviews) on a regular basis in accordance with the objectives of the Customer and enterprises of the Russian nuclear industry for further distribution and mandatory publications in Turkish media. There should be a monthly placement of at least 5 publications in each of the TOP-10 media in the Mersin province and at least 5 publications in each of the TOP-10 media in Turkey, including TV channels, but not counting the repeats of news and broadcasts on the same channel, and not counting reprints of publications.*
* *Additionally, preparation and placement of at least 3 (three) unique information materials in the TOP-10 media and so-called "pool of energy and / or nuclear media" (at least 3,000 characters) and three materials in the TOP-10 media of the Mersin province (at least 1,500 characters), while TV channels - at least 90 seconds long, containing information about the Customer’s activity and enterprises of the Russian nuclear industry (including image-building cases and cases about products and services provided by the Customer and Russian nuclear industry enterprises). 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 three weeks after the start of the service and is updated at least 1 time during the reporting period.*
* *The fact of providing information support to the Customer's participation in business / cultural / social events with a report on the services rendered, including publications and TV reports*
* *Reports for every reporting period should include the percentage and quantity ratio of published materials in authoritative media in Turkey in accordance with the thematic areas (in the form below), contain information on the final outputs of publications initiated by the Contractor, publications published in Turkish media following the preparation by the Contractor the answer to the request of journalists of the Turkish media, following the results of press tours, organized interviews, etc.*

*Form of correlation of published materials in authoritative media in Turkey*

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Thematic areas of information interaction with the media | The number of publications initiated by the Contractor in each thematic area | Total number of publications |
| 3.1. | The thematic directions are indicated in accordance with subsection 3.1 of the Terms of Reference |  |  |

2.2.4. Promoting the organization of events for Turkish media (press conferences, press lunches, briefings, etc., press tours to nuclear power facilities and industry in Turkey, Russia and / or third countries where nuclear power plant facilities are built using Russian technologies).*The result of the rendering services is the organisation and carrying-out of local and off-site press events (event aimed at visit facilities out of Turkey) for the Turkish media based on a previously prepared communication plan approved with the Customer by e-mail and / or at the request of the Customer, including:****organization of at least 1 off-site press event with at least representatives of 5 (five) media from the TOP-10 and at least 3 local press events with at least representatives of 5 (three) Mersin media during the contract period and at least five publications following the off-site event and not less than five publications based on the results of a local press event.****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.* 2.2.5. Interaction with experts of Turkey, loyal to the development of nuclear energy, as well as Russian nuclear technologies among the representatives of the following target groups:* 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 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 large companies and holdings, industrial enterprises of the country;
* Graduates of Russian (Soviet) universities.

Participation in the organization, assistance in conducting and accompanying in the mass media visits of representatives of government bodies, public organizations, experts to nuclear power facilities and industry of Turkey, Russia and third countries, where facilities are built using Russian technologies.*The result of the rendering services are:** *In the first reporting period – formation and approve with the Customer (by e-mail within 3 (three) weeks after the contract starts) list of experts containing at least 5 (five) experts supporting the activities of the Customer and enterprises of the Russian nuclear industry; next reporting period – update and expand of the list. The list should include the following information: name and surname of the expert, work position, telephone, email, organization name, subject matter covered by the expert with links to publications about the Customer (if any). The results also include possible participation / presentation of representatives of target groups 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 monthly* ***publication of at least 5 unique expert opinions in the mass media of the country coordinated with the Customer by email 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 Turkey, the quality of the Russian offer, innovation and reliability of Russian nuclear power technology. At least 50% of expert publications initiated by the Contractor should be placed in TV materials in the Mersin media.*

2.2.6. Work in social networks.*The result of the provision of services is:**creation in Turkey and the maintenance of pages on Facebook and/or Twitter and/or Instagram in Turkish language with the placement of at least 3 original posts a week on topics agreed with the Customer by e-mail and aimed for the target audience at increasing objectivity of public opinion in Turkey on the specified subjects.* *The result of the work is also the moderation of comments and answers to questions posed and critical judgments of users, preparation and placement of responses to their publications and messages, comments on questions about the current activities of the Customer, including those aimed at overcoming unjustified myths and fears about nuclear energy, number of subscribers among target pages.* *The page's audience should increase every reporting period. Reports should include information on posts made on social networking pages, the dynamics of subscriber audience growth, the involvement of social networking page subscribers among representatives of target groups in Mersin province.* |
| 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

|  |
| --- |
| Subsection 3.1 General requirements |
| * services should be comprehensive and cover the direction of PR and a set of tools for anti-crisis PR;
* services must be provided within 12 months since the date of the contracts;
* the Customer is entitled to request for details about necessity and efficiency of using different methods with each target audience;
* the most influential and authoritative 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 Turkey, 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, regional and country characteristics;
* the executing company must provide materials to the Customer in pre-approved languages ​​(Russian and/or Turkish, on request - 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 executing company (as well as its affiliated companies or its counterparties in the country of interest) to foreign and local companies operating in the nuclear energy and industry sector without agreement with the Customer during the entire period of service rendering within the contract;
* 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 and if requested by the Customer);
* enterprises of the Russian nuclear industry that are implementing projects in Turkey (if necessary and if requested by the Customer);
* other PR agencies serving nuclear industry enterprises to develop general plans and its successful implementation (if necessary and if requested by the Customer);
* 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 the rendering services, the Contractor must ensure the availability and work of at least 2 (two) managers located in Turkey assigned to the Customer on a permanent basis for the entire period of provision of services.
* the structure, format and content of the reports are agreed upon and approved by the Contractor with the Customer three weeks after the start of the provision of services.

\* Target audience (stakeholders)):* National, regional, local media and international media accredited in Turkey.
* authorities, including local authorities
* business partners and professional associations,
* professional and public organizations, including environmental,
* the scientific community, universities, students, schoolchildren, teachers and teachers
* population living in Gulnar and Silifke districts of Mersin province,
* broad segments of the population with an emphasis on the inhabitants of Mersin province.

Thematic areas of information interaction with the media include:* Support the activities of the Customer and enterprises of the Russian nuclear industry to promote the integrated supply of the Russian nuclear energy complex enterprises to the international market, including the NPP construction project for Russian VVER generation 3+ technology, construction of low-power nuclear power plants, handling of SNF and RW and other activities state corporation Rosatom.
* The positioning of the Customer and enterprises of the Russian nuclear industry as components of a global full cycle company in comparison with direct competitors;
* Support for the participation of the Customer and enterprises of the Russian nuclear industry in tendering procedures for the construction of nuclear power plants in the countries of the Middle East and North Africa region, Europe, Asia and other projects;
* Development of the reputation of the Customer and enterprises of the Russian nuclear industry as reliable partners offering the most modern competitive solutions in nuclear energy;
* Supporting the priority of the Customer and enterprises of the Russian nuclear industry 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 enterprises of the Russian nuclear industry in the countries of Europe, the Middle East and North Africa, the support of partner relations between the Customer and enterprises of the Russian nuclear industry with energy, power engineering and other state and business structures of Turkey working in the field of nuclear energy, industry and construction;
* Support the activities of the Customer and enterprises of the Russian nuclear industry working in the nuclear fuel cycle to promote Russian nuclear technologies to the market;
* Support for Russia-Turkey cooperation in the field of profile education in Russia and Turkey;
* Supporting a program for recruitment of foreign students in Russian universities for nuclear specialties under the quota of Ros-cooperation and Rosatom;
* Supporting Russia's scientific cooperation with Turkey in the field of nuclear power and the nuclear fuel cycle;
* Support for cooperation between Russia and Turkey in the field of culture, art and social initiatives;
* Informational support of the activities of the Customer and enterprises of the Russian nuclear industry, including nuclear medicine, the creation of nuclear space energy engines, radiation and security systems, superconductors, supercomputers, nanotechnologies, etc., as well as international cooperation and cooperation in this field;
* formation of the Customer's image and enterprises of the Russian nuclear industry 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 project for the construction of the Akkuyu nuclear power plant in Turkey;
* Support for the promotion and implementation of projects for the construction of nuclear science and technology centres based on research reactors and cyclotron equipment of the Russian design;
* positioning the best practices and competencies of Russian nuclear industry enterprises in the field of nuclear infrastructure development.
 |
| Subsection 3.2 Requirements for the quality of the services provided |
| Not applied |
| 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 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) of urgent most important news in the country;
* a fixed fee for services is paid for each reporting period after the rendering of services and provided the Report in the form agreed upon with the Customer for the specified period, including direct costs for press activities 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.
 |

SECTION 4. THE RESULT OF THE RENDERED SERVICES

|  |
| --- |
| 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 Completed Report (hereinafter referred to as the Report), copies of the Acceptance Act, tax invoice, via e-mail specified by the Customer. The originals of the Report, the Act of Acceptance rendered in 2 (two) copies, tax 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 tax invoice, the account and the power of attorney must be executed in accordance with the adopted norms of the UAE Legislation and customs of business turnover, contain all the main requisites of the document, which make it possible to clearly identify the goods, services provided, as well as officials responsible for the transaction.Within 5 (five) working days from the date of receipt from the Contractor of Acts of acceptance of the Services provided on paper, the Customer undertakes to sign them or provide a reasoned refusal to sign them with a list of necessary improvements and the timing of their implementation. Completion is carried out by the forces and at the expense of the Contractor within 5 (five) working days from the date of receipt from the Customer of a reasoned refusal to sign the Act of Acceptance of Services rendered. |
| 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

|  |
| --- |
| Not applied |

SECTION 6. LIST OF ANNEXES

|  |  |  |
| --- | --- | --- |
| No. | ANNEXES | Meaning |
| 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 |
| 11 | IPC | The Intergovernmental Commission |
| 12 | RF | Russian Federation |
| 13 | UAE | United Arab Emirates |
| 14 | ROI | Return On Investment |
| 15 | Reporting period | Period used to determine the periodicity of payment, including the provision of services during the number of months specified in the contract |
| 16 | Crisis Communications | a complex of information and communication activities aimed at minimizing damage to the image of the organization in a crisis |
| 17 | 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 |
| 18 | Immediate informing | 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 |

SECTION 8. LIST OF ATTACHMENTS

|  |  |  |
| --- | --- | --- |
| Attachment No. | Attachment name | Page number |
| NA |