



## CULTURAL CODE

**OBJECTIVE:** development of the cultural potential of the regions.

**ACTIVITIES:** support for cultural events and initiatives that are significant for the residents of the regions where the Company operates.

The “**Native Town**” festival, which was first held in Noyabrsk in 2014, expanded its geography in 2015 to include Muravlenko as well as Noyabrsk. The festival has transformed from a leisurely family event to a platform for the consolidation of the local community and the personal fulfilment of residents. Citizens have become more co-organisers than spectators of the festival, which features local creative groups, educational and sports associations, and interactive platforms.

The Noyabrsk festival was attended by 7,000 people, while the Muravlenko festival was attended by 5,000.

The Company implemented a number of projects that aim to develop creative industries and the urban environment jointly with the Faculty of Liberal Arts and Sciences of Saint Petersburg State University and the Leontief Centre for Social and Economic Research in the reporting year:

- the “Career Centre” project, which aims to develop skills among the local community in the creative industry and social project planning. The project participants attended lectures and roundtables with the participation of Russian and foreign experts in this area;
- the international scientific and practical conference “Creative Tools of Social Entrepreneurship and Social Project Planning”, which brings together leading experts in social project planning as well as representatives of business, the government and creative industries. As part of the conference, sessions were held at which organisers of social projects from Tyumen, Omsk, Noyabrsk, Tomsk, Moscow and St Petersburg presented their initiatives;
- an open competitive for socially-oriented projects in St Petersburg. The theme of the competition was the transformation of the Krasnogvardeysky District Library into a modern public space. Seventeen people took part in the project and the winner received a grant to implement its project.

In 2015, Gazprom Neft became the general partner for the “PORA!” social communications festival for the second time and also supported one of the main cultural events of Yugra – the “Spirit of Fire” film debut festival.

The theme of the festival, which was held for the thirteenth time, was the seventieth anniversary of victory in World War II.

### VALERY MINNIBAYEV

Deputy CEO for Organisational Affairs of Gazpromneft-Muravlenko



“ Our city implements numerous projects that aim to create conditions for the appropriate leisure of children and adults. The “Native Town-Muravlenko” festival, which was held for the first time, provided people with numerous positive emotions. We intend to make it a tradition and hope that it will become one of the favourite festivities of Muravlenko citizens”.