

Results of the “Native Towns” social investment programme in 2015



CITIES FOR PEOPLE

OBJECTIVE: creation of a high-quality urban environment that is competitive with the opportunities offered by major towns and cities, and expanded prospects for the personal fulfilment of residents.

ACTIVITIES: construction and major repair of housing, beautification of urban areas, infrastructure development of outdoor play areas for children and the development of joint initiatives with stakeholders.

As part of efforts to create mechanisms to involve local residents in the transformation and development of their urban environments, the Company jointly with the Strelka Institute for Media, Architecture and Design launched the “DIY City” project laboratory in Omsk in 2015. Using this platform, Omsk residents together with representatives of the local government, business, non-profit organisations and urban studies experts were given the opportunity to draft and implement their own projects to develop the urban environment. Training in social project planning was held for the project’s target audiences – city activists and representatives of non-profit organisations, the creative environment and cultural institutions. The first lab participants launched five unique projects in 2015: a street art festival, a social project planning workshop for students, the “New Legends of Omsk” festival and a local initiative to merge residents of one of the city’s streets into a single community. The opening of the laboratory contributed to the establishment of a community of active citizens and demonstrated the effectiveness of such a social project planning format for the development of relations between all stakeholders. A seminar was arranged for laboratory participants to prepare applications for the grant competition in order to improve the quality of projects vying for grants.

#NOBORDERS FESTIVAL

Omsk hosted the “#noborders Festival” organised by the “DIY City” laboratory participants on 11 October. The festival was attended by roughly 1,000 residents of Omsk, who learned how to make video art and paint and underwent acting training. Artists painted the wall of the Youth Theatre with help from spectators. A giant bench was placed near the Youth Theatre during the festival as part of a project to alter the urban environment.

ANTON OSIPOV

Organiser of the “#noborders Festival”



“ Changing the urban environment is not a fad or a kneejerk reaction to someone’s ambitions. We initially conducted a study and learned who needs a bench here and why. There are people taking leisurely walks here, meeting friends, rushing to the theatre, work or school, plus elderly people need a place to stop and catch their breath. A ton of people pass through here and there is absolutely nowhere to sit. You can only change something by taking action, using your own hands and example”.

Based on the results of an assessment of the effectiveness of the “Urban Space” street art project launched in 2014, the Company decided to alter its format in 2015 after becoming a partner of the **“Stenograffia” street art festival** that has been held in Yekaterinburg since 2010. The “Stenograffia” festival was held in Yekaterinburg, Khanty-Mansiysk, Noyabrsk, Muravlenko, Mys Kamenny and Novy Port in the reporting year. The objective of the project is for the artists taking part in the festival to transform the city’s walls and building facades into artistic attractions. As part of the festival and its theme of the “Year of Literature in Russia”, artists also held a series of lectures and workshops for children and young people.

Funding for the construction of homes in remote settlements and for IPNR is a separate area of the Company’s support for housing construction. In 2015, a residential building with 27 apartments was built in Novy Port with the bulk of the housing to be provided to members of the indigenous population who are relocating from the tundra.

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The Company continued investing in the development of social infrastructure in the reporting year. In the Orenburg Region, landscaping was carried out on the territory of a community centre in the village of Nesterovka and playgrounds were built in the villages of Novosergievka and Ivanovka. Three playgrounds were also built in Omsk, while seven bicycle racks were installed in Muravlenko.

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 **FIELDS OF VICTORY**

OBJECTIVE: fostering a healthy generation and the establishment of strong regional sports schools.

ACTIVITIES: development of infrastructure for children’s and grassroots sports along with support for sporting events.

As part of efforts to promote grassroots sports, the Company implements the **“Courtyard Sport”** project.

In 2015, children’s and adult tournaments in mini-football, hockey and volleyball were organised as part of the project in Noyabrsk, Muravlenko and villages of the Orenburg Region. Most of the competitions were held at sports facilities that were previously built as part of the “Native Towns” programme.

The Company traditionally supports landmark sports projects that have become the calling cards of their cities. A number of chess tournaments, including international competitions, were held in Khanty-Mansiysk at the Yugorskaya Chess Academy, which was built with Gazprom Neft support in 2010. Seven new chess clubs were set up in the city and the district over the course of 2015 to promote the sport. In Noyabrsk, Gazprom Neft supports the development of motor sports. The Company funded the purchase of motorcycles for a motor club as well as off-site and on-site competitions in the reporting year.

ALEXANDER DYBAL

Head of the Tournament Organising Committee and a member of the Gazprom Neft Management Board



“ Having the status of an official tournament of the Kontinental Hockey League allowed us to integrate the Gazprom Neft Cup into the training system for young hockey players. Our tournament is a benchmark for kids who might go on to become professional hockey players. We try to create all the conditions needed for the Gazprom Neft Cup to become a milestone on the initial path to a junior team, then a youth team and ultimately the first professional contract with a KHL team”.