



# RUSAL

## Charity by RUSAL – establishing a competence system

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# Principal Activity and Charity



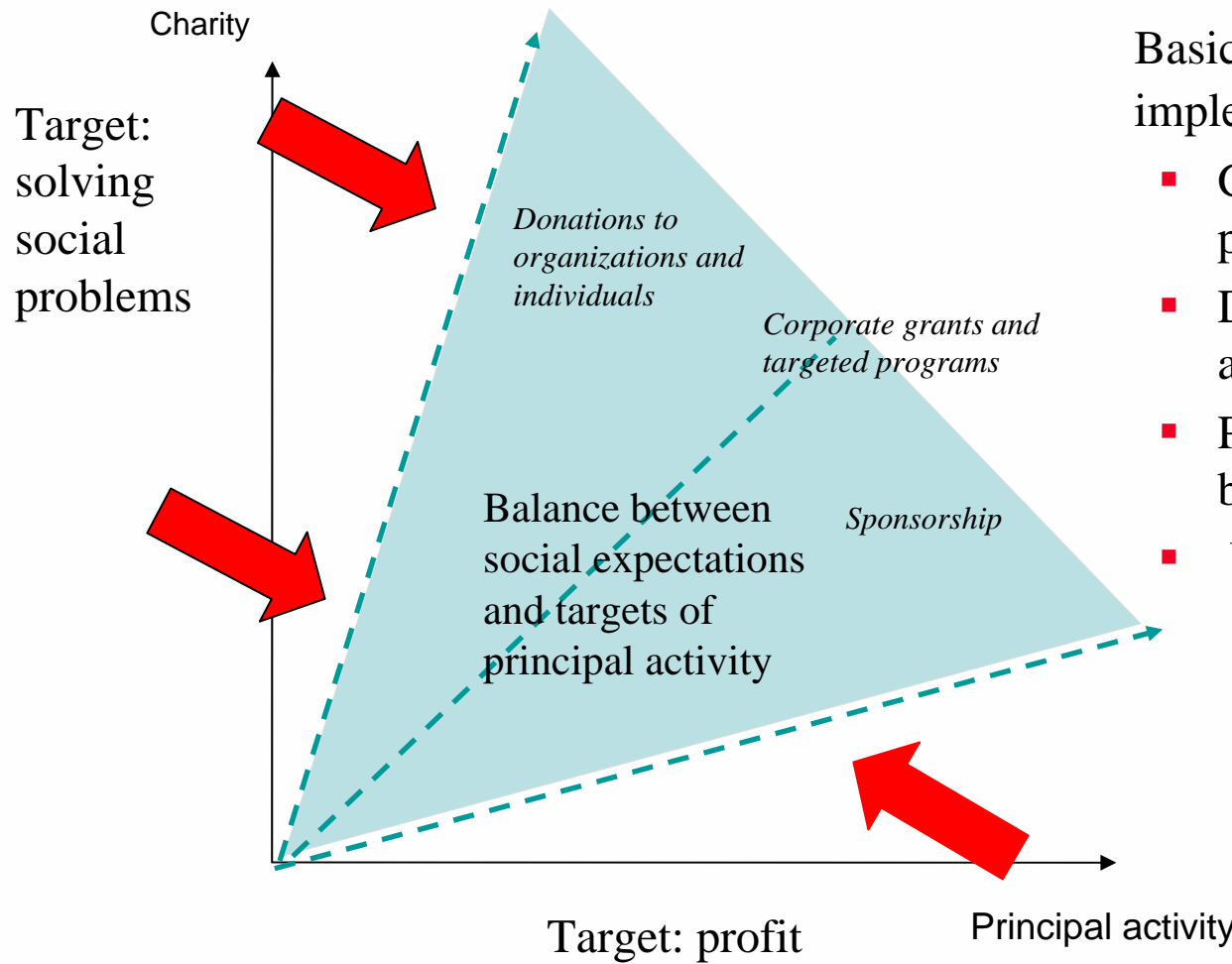
## RUSAL is:

- The only private company among the world's **top three** aluminum producers.
- **The leader** in the Russian aluminum market.
- **47 000 people are employed** by the Company in **9 regions of Russia and 12 countries overseas**.

## Charity by RUSAL :

- **7** interregional charity programs.
- Private donations program.
- **40 050** people participating in the Company's charity programs in 2005.
- **10 362** hours of volunteer work by the Social Programs Center, Nikolaev (Ukraine) in 2005.
- **6** regional Social Centers.
- Social Statement delivered in line with the principles of the Global Agreement.

# Corporate Charity Coordinate System



Basic types of social projects implemented by RUSAL:

- Grants and targeted programs
- Donations to organization and individuals
- Private donations program by employees
- Volunteer activity

# Competence System



## **Principles**

- Strategic approach
- Distribution of resources based on competition
- Project approach
- Feedback, project monitoring and evaluation
- Developing own competence (experience, knowledge, and skills) in social activity

## **Implementation mechanism**

- Regional structure – Social Programs Centers (SPC)

## **Competence accumulation points**

- RUSAL
- SPC
- Participants of the Company's Grant programs

# Development of Strategic Approach and Implementation Mechanisms



## Development of strategic approach

### 2004 - Development of strategic approach to implementation of social programs:

- From one-time aid to long-term programs
- Taking people's expectations into account
- Regional aspect and targeted aid
- Distribution of resources based on competition and project approach

### 2005 – Introduction of strategic approach to social projects management and establishment of regional competence centers

## Development of implementation mechanism

### 2004 - Two pilot projects

- Krasnoyarsk Social Aid Center (Mar 2004)
  - *Social support to people*
- Nikolaev Social Programs Center (November 2004)
  - *Local social projects*

### 2005 - Establishment of a regional network

- Sayanogorsk, Novokuznetsk, Achins, Boxitogorsk, Bratsk

## 2005: Competence Development by SPC (2 targeted programs as example)



▪ **100 Class Projects.** *The Project was supposed to encourage social initiatives among school students of 6th through 10th grade. The Project started in 2004 supported by Charities Aid Foundation (CAF). In 2005/ 2006 RUSAL's Social Programs Centers took part in the organizational support of the competition, **the competition 2006/2007 will be organized by RUSAL's Social Programs Centers on their own.***

▪ **Healthy Youth:** *A competition among non-profit organizations in regions where RUSAL facilities are located involving establishment of sports teams and organization of sports tournaments and festivals. The Project started in 2004 supported by NPO School. In 2005 RUSAL's Centers started to take part in the Project. In 2005 SPC with the assistance of NPO School presented a new grant competition «100 Sports Projects». In **February 2006** SPC announced the beginning of the competition and will be providing organizational support for the Project.*

# Year 2006: Competence Development



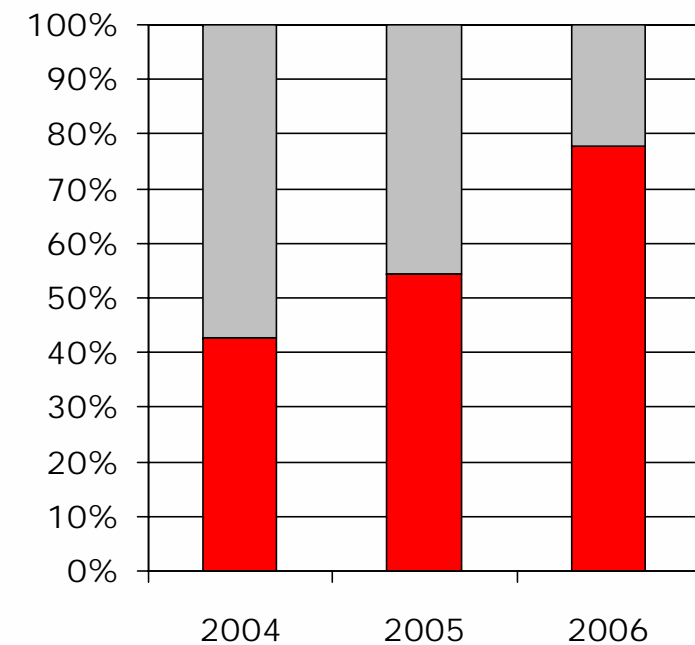
- SPC - the single contractor of the Company in social projects
- Other contractors communicate their method of program implementation to SPC, supervise program implementation, and provide advice in complicated situations
- SPC performs the entire scope of activities related to program administration on its own
- A third party contractor is only involved at the stage of program development documentation preparation, and evaluation of results
- SPC development leading to development of initiative among children and young people, more interesting proposals, and increasing number of participants in RUSAL's charity projects

## Objectives for 2006



- Organizational stability of SPC and its branches
- Re-branding of the existing projects
- The established regional network launching three new grant programs
- Implementation of projects in CIS countries (Armenia and Tajikistan)
- Implementation of projects in Guinea (Africa)

Structure of Charity Spendings



■ Targeted programs ■ Donations



Thank You!



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