

Rules of International Creative Idea and Image-Building Project Contest

New Vision of Chornobyl NPP

1. Contest objective

1.1. The objective of the open international contest for the best creative idea/image-building project (hereinafter referred to as Contest) – to cultivate a positive image and to enhance the public image perfection of the State Specialized Enterprise Chornobyl NPP at the national and international levels; to involve the public and public organizations in resolving the issues associated with public image perfection of ChNPP as a key enterprise of Exclusion Zone; to support non-governmental initiatives intended for enhancement of ChNPP public image.

2. Contest task

2.1. Contest task is to select the best creative ideas/image-building projects which present potential solution in the field of enterprise promotion and its public image perfection.

3. Contest areas and categories

Contest is arranged for support in such areas as follows:

1. PR – marketing projects (ideas associated with enterprise promotion with information and communication media: advertising, various PR-actions, exhibitions, forums etc.):

2. SOC – social projects (ideas of cultural, educational, ecological, sport content etc.).

Contest does not involve the changes in the enterprise logo and other elements stipulated in the Statute of enterprise.

Each of these areas has 3 award-winning places with the prizes: 1st place – 5,000 hryvnias, 2nd place – 3,000 hryvnias, 3rd place – 1,000 hryvnias.

4. Contest holder

4.1. Contest holder is the SSE Chornobyl NPP.

5. Procedure for arrangement and holding a contest

5.1 Contest stages:

15.02.2020-15.03.2020 Admitting applications

16.03.2020-27.03.200 Application review by expert boards

31.03.2020 Declaring winners

5.2. Collective and individual authors, legal and physical entities can participate in the contest.

5.3. In order to participate in Contest you should forward an application and a contest entry to email: medved_v@chnpp.gov.ua. Application form is in Attachment 1. The subject of letter is to be in the following format: Konkurs_PR_Nazva_Avtor (for example: Konkurs__PR_Prosvannia_Ivanov).

5.4. A contest entry is a text file in electronic form (format .doc) and includes an idea/project title, detailed description of the idea/project.

The file title should be in the following format: AREA_TITLE_SURNAME_ (for example: SOC_TOURISM_PETRENKO).

5.5. Quantity of entries from one participant: 1 entry for each area. For every entry you should fill and forward a new application.

5.6. Submitting an idea to the contest the participants automatically agree as authors to transfer the copyright owner's exclusive rights for the idea/project to Contest holder, transfer the right to Contest holder to post the contest material in the Internet, to publish in printed sources, to use at exhibition booth with reference to the author.

5.7. Chornobyl NPP ensures the following:

5.7.1. Publishing the Rules of Contest on ChNPP website.

5.7.2. Organizing the work of expert board, holding summing-up meetings, making decisions about awarding. The decision is accepted by a simple majority of votes. If the number of votes is equal, the Chairman of expert board shall be entitled to a casting vote.

Contest winners are selected by an expert board on basis of the following criteria: a project idea is in compliance with Contest objective, criteria and areas; feasibility and specificity of a project idea; topicality of a project idea for Chornobyl NPP; creative approach in implementation of a project idea.

Expert board is at liberty to request the authors of project ideas for clarification or back-up information

6. Projects / ideas are not approved for participation in Contest in the following cases:

- if the contest documentation has been submitted not in full scope or if the documents are not in line with the Contest criteria and requirements of Contest Rules;
- if the contest documentation is delivered later than the specified deadline of its admitting;
- if they contain the offensive, indecent or abusive matter or the data with the signs of incitement to social, racial, national, religious or any other hostility, or denigration of national honour and dignity and offending the feelings of people due to their opinions and belief.

Attachments:

1. Application form for participation in Contest
2. Information about the company