**Terms of Reference**

for rendering services of informational support in India and Bangladesh

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SECTION 1. NAME OF THE SERVICE

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| Rendering services of informational support in India and Bangladesh  |

SECTION 2. DESCRIPTION OF SERVICES

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| Subsection 2.1 Description of the services provided  |
| 2.1. Goals:* shaping of a positive Customer’s image, image of Russian nuclear industry and Russian nuclear technologies in the markets of India and Bangladesh;
* shaping of an objective attitude over nuclear energy development among population, informing about the advanced solutions of Russian nuclear technologies in safety;
* mitigation of possible negative media coverage over NPP construction projects in India and Bangladesh;
* informing target audiences about the advantages of the Customer's products and services of the Russian nuclear industry;
* building effective interaction with national and local media, bloggers, expert community, public and professional organizations, including environmental organizations, and other target audiences;

2.2. Description of services:2.2.1. Analysis of the information field in India and Bangladesh, 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 tasks 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 related to realization of such initiatives and activities of the Customer’s competitors.*The result of the rendering services is an updated* ***document for each country consisting of****:** *analysis of the information field of the countries 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 Russian nuclear enterprises, political and social analysis in both countries which influence over implementation of Customer’s projects in India and Bangladesh;*
* *list of media of India and Bangladesh which highlights pronuclear and antinuclear media, highlights key journalists writing about nuclear-related topics and about Customer’s projects, highlights main talking points of positive/neutral and negative tones about activities of the Customer and its projects in the country for the past 12 months which dominates in media field of the countries, highlights main stakeholders of media field and other factors important to consider in communications work in India and Bangladesh;*
* *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.*

*The Customer and the Contractor hold the kick-off meeting/call* ***within 5 (five) working days*** *after start rendering the services for: discussion of the Document’s format, business tasks of the Customer, discussion of other questions, important to consider while making up the Document. As a result of the meeting/call the updated Document has to be submitted to the Customer for approval within 10 (ten) working days after (based on agreed format).* *The document has to be updated every month and submitted to the Customer via email, mentioned in the agreement.****The result of the provision of services is also the communication plan for the period of rendering the services.*** *Plan is to be updated based on communications plan provided by the Customer within 5 (five) working days after start rendering the Services. Updated plan has to be submitted to the Customer for approval within 10 (ten) working days after kick-off meeting/call via email based on the format approved by the Customer. The Contractor should update the communications plan considering the following:* * *the Contractor prepares recommendations for additional activities (recommendations should include event’s goals, description, key messages which will be delivered to the audience, PR instruments for media coverage and reaching media, key target audiences of the event, planned result);*
* *add to events of the Customer (already mentioned in the communications plan received from him) PR instruments for efficient media coverage and reaching media during and after the event.*

*Communications plan should be updated not later than 5th of every month.****The result of the provision of services within first reporting period is also updated and approved media database of leading and authoritative media in India and Bangladesh including accredited journalists from third countries*** *(TOP-10 of India and Bangladesh media, including at least 5 TV channels and 3 informational agencies of national level). Media database with contact details is given to the Customer via email within three weeks after the beginning of rendering services. The database contains 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).* *The Contractor should update media database in order to keep it up to date,* ***provide it not later than 5th every month*** *via email, mentioned in the agreement. 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 rate, coverage of the target audience, distribution geography, etc. criteria, as well as the results of research on the readability and popularity of the media.**The result of the provision of services is also an updated Q&A (at least 20 Q&A in the first reporting period) elaborated with consideration of the most relevant topics circulated in media of India and Bangladesh over implementation of the Customer’s projects in the countries. Q&A should be adapted for the country's media and include information about the Customer’s activities in India and Bangladesh and activities of enterprises of the Russian nuclear industry, reflecting its business tasks. The list of questions should also take into account the main myths and stereotypes, antinuclear messages and negative messages about the Customer’s projects in India and Bangladesh running among target audiences in both countries. As a result of the first reporting period the updated Q&A is provided to the Customer by e-mail within 10 (ten) working days after the kick-off meeting/call. During following reporting periods, the Contractor sends the updated Q&A within the first 2 (two) working days after the beginning of the reporting period or upon the request of the Customer within the time agreed by the parties.* 2.2.2. Interaction with the federal and regional media and blogosphere of India and Bangladesh, specializing in covering political and economic issues, energy issues, 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, media invitations for event, interaction with media at event and follow up after it to ensure media coverage);
* prompt response to media requests, including supply media with information on the Customer’s activities and activities of Russian nuclear industry enterprises;
* creation of news hooks and distribution of information materials among media of India and Bangladesh after the Customer’s approval;
* copywriters work in India and Bangladesh with appropriate education and knowledge in the field of energy, who is responsible for the preparation of unique texts, in accordance with the thematic areas agreed with the Customer.

*The information interaction is aimed at the prevalence in the national media of India and Bangladesh, blogosphere of weighted assessments about the various areas of the Customer's activities, the Russian nuclear industry enterprises, implementation of the NPP projects, statements in a balanced tone about modern Russian nuclear technologies, safety and reliability of the projects being implemented within the country, in Russia and in foreign markets. Balanced tone means weighted assessment of the Customer’s activities, or assessment which includes the Customer’s statement or represent arguments of the Customer any other way.* *The result of the provision of services is:** *preparing and adaptation of information materials (news, press releases, comments, analytical materials, interviews) in accordance with the Customer’s goals and tasks of Russian nuclear industry enterprises for distribution among media of India and Bangladesh and media coverage on permanent base.* ***There should be a monthly placement of totally at least 5 (five) original publications in at least 2 (two) media from TOP-20 media of India and Bangladesh, including publications on TV and news agencies****, not counting the repeats of news and broadcasts on the same channel, and not counting reprints of publications. All materials should be approved by the Customer before distribution.*
* *Additionally, in each reporting period preparation and publications of at least 2 (two) unique information materials in the TOP-20 media of India and Bangladesh – 1 (one) in* ***each*** *country (at least 3,000 characters or 90 seconds long). Materials should contain information about the Customer’s activities and activities of the 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 within 2 (two) working days after the start of each month. Additionally, the Contractor prepares the Report about KPI implementation according to this point of services for the past month and plan for implementation of this KPI for the following month. Report format should be provided by the Customer 5 (five) working days after start of rendering services. The report should be submitted not later than 7 (seven) working days after the end of the reporting period.*
* *Information support during the Customer's participation in business / cultural / social events with a report after the services rendered, including publications and TV reports.*
* *Reports for every reporting period should include the percentage and quantity ratio of published materials in reputable media in of India and Bangladesh (taking into account audit of print run, citation frequency, target audience reach, geography of distribution and other criteria) in accordance with topics (agreed with the Customer), contain information on the final media coverage of publications initiated by the Contractor, publications published in India and Bangladesh media as a result of working under media request, following the results of press tours, organized interviews, etc.*

2.2.3. Assistance in organizing and supporting media events in India and Bangladesh (press conferences, press lunches, briefings, etc., press tours to nuclear power facilities in India and Bangladesh, Russia and / or third countries, where Russian-designed NPPs are being implemented, as well as to international conferences/forums dedicated to nuclear industry). *The result of rendering services is the organisation and holding of local and off-site press events for media of India and Bangladesh based on a previously prepared and approved by the Customer via email communications plan approved with the Customer by e-mail, including:** ***assistance in organizing and supporting in the media of 3 (three) off-site press events to Russian nuclear industry enterprises (in Russia and/or countries where NPPs based on Russian technologies are being implemented / operated), and international conferences/forums on nuclear agenda with participation of at least 2 (two) media from TOP-20 media of India and Bangladesh in each.***
* ***Not more than 3 (three) local press events for media of India or Bangladesh with participation of representatives from at least 5 (five) of India or Bangladesh media in each.***

***Results for off-site events – at least 5 (five) publications in media, including 2 (two) publications in TOP-20 media of India and Bangladesh, results for local events - at least 5 (five) publications in media, including 2 publications in TOP-20 media of India or Bangladesh.******The organization of local events includes overhead costs (venue rental expenses and technical support of the event, if necessary - transfer for participants of the event).****The Contractor should send to the Customer a report about the results of each event within 5 (five) working days after the event finishes. The form of the Report is coordinated and approved with the Customer. The report should contain photo report showing participation of attendees, participants, speakers of the event.* 2.2.4. Providing expert publication in the field of energy and nuclear technologies in media of India and Bangladesh.Providing support in media (if necessary and with approval from Customer) of participation of experts, public organizations, officials in public events, including visits to nuclear power facilities in India and Bangladesh, Russia and / or third countries, where Russian-designed NPPs are being implemented.*The result of the rendering services is:** *In the first reporting period – making a plan of expert publications for the first reporting period that is agreed with the Customer within 10 (ten) working days after start rendering the services. Publications topics to cover nuclear energy, ecology and non-nuclear applications in India and Bangladesh.*

*The plan should include the following information: name and title of expert, topic of the publication, media that plans to publish the publication. The list of publication for consequent reporting periods is to be submitted during the first 5 (five) working days from commencement of each reporting period.** *Providing monthly* ***publication in total of at least 2 (two) unique expert opinions on energy and nuclear technologies in TOP-20 media of India or Bangladesh – 1 (one) in each country in various formats*** *(author's materials, opinions, comments, interviews, etc.) Expert opinions should be previously sent to the Customer by email.*

*For the purposes of this TOR employees of enterprises of the Russian nuclear industry in Russia and abroad cannot be considered as experts.*2.2.5. Operative anti-crisis management to be provided for the information field of India and Bangladesh, including preparation of a response plan and prompt preparation and dissemination in media of India and Bangladesh of retractions, comments, statements, etc., after obtainment of the Customer’s approval of the same.*The result of the provision of services is:** *Prompt development of an anti-crisis plan after appearance of negative publications in the media of India and Bangladesh (within the timeframe from several hours to one day dependent on the situation, as approved by the Customer) and obtainment of the approval of the same from the Customer by e-mail (if required) and dissemination in the media of India and Bangladesh of approved retractions, comments, statements in order to ensure the true and objective information on the activities of the Customer and Russian nuclear industry in the information field of India and Bangladesh. Monitoring of the situation development in the information field, preparation of the report in Russian by the Customer’s request, etc.*
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| Subsection 2.2 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

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| Subsection 3.1 General requirements |
| * services should be comprehensive and consider PR tools, including tools for anti-crisis PR;
* term of services-within 12 months from the date of conclusion the agreement;
* the Customer is entitled to request for details about necessity and efficiency of using different methods with each target audience;
* for the purpose of this TOR the Contractor has to provide at least 3 (three) managers[[1]](#footnote-1) living in India and Bangladesh each as a native speaker who will manage the TOR implementation during the whole period of the agreement. At least 1 (one) manager should know fluent Russian;
* the Contractor must ensure at least 1 (one) copywriter;
* the most influential and reputable 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 India and Bangladesh 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 and regional characteristics;
* the Contractor must provide materials to the Customer in pre-approved languages ​​(Russian and/or 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 Contractor (as well as its affiliated companies or its counterparties in the country) to foreign and local companies operating in the nuclear energy and industry sector without approval by the Customer during the entire period of service rendering;
* The Contractor should work with the following bodies:
* Rosatom South Asia regional centre;
* 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);
* enterprises of the Russian nuclear industry that are implementing projects in India and Bangladesh (if necessary);
* other PR agencies serving nuclear industry enterprises to develop general plans and its successful implementation (if necessary);
* the result of each service performed is evaluated in accordance with the key performance indicator (KPI); KPI for the agreement 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.
* the structure, format and content of the reports are agreed upon and approved by the Contractor with the Customer 3 (three) weeks after the start of rendering services.

\* Target audience (stakeholders) will be notified to the Contractor in the working order after the conclusion of the contract.Thematic areas of information interaction with the media include:* support the activities of the Customer and the Russian nuclear industry enterprises to promote the integrated offer to the international market, including NPP construction projects for Russian VVER generation 3+ technology, construction of low-power nuclear power plants, handling of SNF and RW and other activities of Rosatom.
* the positioning of the Customer and the Russian nuclear industry enterprises as part of a global full cycle company in comparison with competitors;
* support during participation of the Customer and the Russian nuclear industry enterprises in tendering procedures in India and Bangladesh;
* development of the reputation of the Customer and the Russian nuclear industry enterprises as reliable partners offering the most modern competitive solutions in nuclear energy;
* PR support of partnerships of Customer and the Russian nuclear energy organizations with energy, machine-building and other government and business structures relevant to nuclear energy and industry;
* supporting the priority of the Customer and the Russian nuclear industry enterprises 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 Russian nuclear industry enterprises in the countries region;
* support the activities of the Customer and the Russian nuclear industry enterprises in the nuclear fuel cycle to promote Russian nuclear technologies to the market;
* support for cooperation in the field of specialized education in Russia and India and Bangladesh;
* supporting a program for recruitment of foreign students in Russian universities for nuclear specialties under the quota of the Rossotrudnichestvo and Rosatom;
* supporting Russia's scientific cooperation with India and Bangladesh in the field of nuclear power and the nuclear fuel cycle;
* support for cooperation between Russia and India and Bangladesh in the field of culture, art and social initiatives;
* informational support of the activities of the Customer and the Russian nuclear industry enterprises, including nuclear medicine, the creation of nuclear space energy engines, radiation and security systems, superconductors, supercomputers, nanotechnologies, etc., as well as international cooperation in this field;
* image-building of the Customer and the Russian nuclear industry enterprises 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 Rooppur NPP construction project in Bangladesh and the Kudankulam NPP construction in India;
* support for promotion and implementation of projects for the construction of nuclear science and technology centres based on research reactors and cyclotron equipment of Russian design;
* promoting best practices and competencies of Russian nuclear industry enterprises in the field of nuclear infrastructure development.
* PR support for the Customer’s activities in the Indian and Bangladesh market in the initial stage of the nuclear fuel cycle, including fuel supply for VVER reactors on a long-term basis, projects the introduction of new more efficient nuclear fuel of new power units of Russian design and supply of nuclear fuel components for the Indian units of non-Russian design; BWR; PHWR).
* Support for the participation of the Customer and Russian nuclear companies in government-to-government and industry events in Bangladesh and other countries of South Asia.

This list is not explicit and may be extended to include other topics that are important to position the Customer and enterprises of the Russian nuclear industry in the information field of India and Bangladesh. |
| Subsection 3.2 Requirements for the quality of the services provided |
| Services have to be provided in accordance with TOR  |
| Subsection 3.3 Requirements for warranty services provided |
| Not applied |
| Subsection 3.4 Privacy requirements |
| Any service-related material, information and document relevant to rendering the services is confidential and may not be disclosed to third parties without preliminary written consent unless the disclosure is required to obtain such official permits or documents as may be necessary for the service or payment of taxes and other regulatory charges and in any other cases according to the applicable law. |
| 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:* Specially created team of 3 specialists (at least one of them should be fluent in Russian), that possess the necessary knowledge in order to ensure quality service of the Customer in India and Bangladesh;
* prompt response to the Customer requests (response within three hours to the Customer's written request by e-mail during weekdays and response to telephone calls from the Customer on weekends), in case of a crisis or an emergency situation response during one hour after the Customers request by telephone on weekends or by email on weekdays;
* ensuring confidentiality, including by preventing a conflict of interest as a result of cooperation with competing companies;
* a fixed fee for services is paid for each reporting period (3 months) after the rendering of services and upon the receipt of a Report provided in the form agreed with the Customer about the results of each period, and acceptance acts are signed for the service period.
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SECTION 4. THE RESULT OF THE RENDERED SERVICES

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| 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 |
| According to section 3 of the Agreement. |
| Subsection 4.3 Requirements for transferring to the customer technical and other documents (registration of the results of rendered services) |
| Not applicable |

SECTION 5. REQUIREMENTS FOR TECHNICAL TRAINING OF THE CUSTOMER'S PERSONNEL

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| Not applicable |

SECTION 6. LIST OF ACCEPTED ABBREVIATIONS

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| №  | Abbreviation | DEFINITION |
| 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 | Reporting period | Period used to determine the periodicity of payment, including the provision of services (equal to 3 months). |
| 12 | 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 7. LIST OF ANNEXES

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| Attachment No. | Attachment name | Page number |
| Not applied |

1. The team list is sent within 1 (one) week from the start of rendering services with specifications about areas of responsibilities between managers for implementation of the TOR. The Contractor must inform the Customer about all changes in the team on-time. [↑](#footnote-ref-1)