

Environment and Public Health in Nevinnomyssk and Other Regions of EuroChem Company Presence

SECOND CONTEST

The Environment and Public Health in Nevinnomyssk and Other Regions of EuroChem Company Presence Program is part of a larger Program funded jointly by EuroChem Company and the United States Agency for International Development (USAID) and aimed at improving the social situation in the city: promoting healthy life styles, improving the quality of medical services, involving local communities in conservation activities and in the rational use of natural resources, and increasing the level of local farming techniques.

The Program was launched in December 2006, in Stavropol Krai in the city of Nevinnomyssk, where Nevinnomyssky Azot, one of EuroChem's plants, is located. A series of practical projects initiated by citizens will be carried out in the city in the course of three years to help address local social and environmental concerns.



Nevinnomyssk

– is a large industrial center in Stavropol Krai with a population of 130,000, of which nearly 27,000 are children and adolescents. The city occupies an area of 70 km² and is situated 50 km from the city of Stavropol at the confluence of rivers Kuban and Bolshoi Zelenchuk and 341 m above sea level in the southwestern part of Stavropolskaya Uplands. The terrain around Nevinnomyssk is a plain belt with ravines and small flat-bottom valleys. The Kuban River divides the city into the western and eastern parts. The northwestern part is the site of large industrial facilities, such as Nevinnomyssky Azot, Arnest Factory (producing household chemical products), and Nivinnomysskaya State District Power Plant.

Under the Program, Russian organizations will receive donations for specific activities on a competitive basis. The investment in the Program is made up of 16, 335, 000 rubles from EuroChem and 3, 750, 000 rubles from USAID.

EuroChem Program is an example of social investment targeted toward turning a community into an active social partner aware of regional problems and capable of resolving them with the use of modern social technologies.

The Fund for Sustainable Development, as an organization managing the Program, has introduced its **resource model** to strengthen social partnerships. This model involves various contest procedures: from granting funding to individual projects during the first phase, to forming consortiums of partners with project complexes during the second phase, and to founding a local community fund during the final

third phase. Such an approach ensures the sustainability of social partnerships and allows to further replicate citizen initiatives through non-budget financing.

Besides, this model helps to both seek solutions to separate city issues and to encourage community members to take a more active part in the city's development programs, self-governance, and partnership activities.

The Working Group of the Program consisting of representatives of local government, donors, and FSD, has formulated the following project funding priority areas:

- Child health and the environment (strengthening child health by improving the environment in children's social institutions, including the improvement of the quality of air and drinking water);
- Utilization of energy and resource saving techniques at social institutions (schools, kindergartens, orphanages, hospitals, etc.);
- Environmental pollution prevention through improving industrial and household waste processing, including sewage and return water treatment;
- Urban ecology and local self-government: planting trees and shrubbery, and improving city areas with the participation of local small businesses; NGOs and the local community.

Program Organizers



EUROCHEM
MINERAL AND CHEMICAL COMPANY

Established in 2001, **EuroChem Mineral and Chemical Company** is the major agrochemical company in Russia and one of the top ten global fertilizer producers. EuroChem consists of enterprises extracting raw materials and producing mineral fertilizers, organics and feed phosphates; transport divisions; and a broad marketing network in Russia and abroad. EuroChem product mix exceeds 100 items. The company's products are certified and comply with international quality standards. The main markets are Western and Eastern Europe and USA, with large consumers in Asia and Latin America. Special attention is given to expansion on the domestic market, which is viewed as a high priority with a good potential.

A long-term investment program is being carried out at the company's enterprises to upgrade the existing capacity and develop new production facilities, introduce advanced processes, and enlarge the range of manufactured products. Environmental safety is the company's special focus, with large investment made in ecological projects. Effective social policy is an important driver of EuroChem success, along with responsible partner relations with employees, the State, and the community. Maximal industrial safety and concern about the well-being of employees, along with social assistance to the towns and regions where the company's enterprises are based, are the key components of EuroChem social policy.



USAID
FROM THE AMERICAN PEOPLE

The United States Agency for International Development (USAID) is an agency of the U.S. Government whose mission is to implement the U.S. Government's economic and humanitarian assistance programs in over 100 countries. As part of the U.S. Embassy in Moscow,

USAID/Russia works with the Russian people to create a society where citizens take an active part in a democratic society and provide an ample opportunity to improve their well being and standard of living in a market economy.



FUND for SUSTAINABLE DEVELOPMENT

Fund for Sustainable Development (FSD) is an independent, nongovernmental, non-profit Russian fund founded to carry out programs aimed at addressing environmental issues and supporting socially responsible development across the Russian Federation. The mission of FSD is to enhance public-private cooperation in fulfilling targeted projects that emphasize sustainable regional and community development. FSD manages programs that promote regional and community sustainable development.

Second Program Contest Statistics

Total number of submitted applications	9 consortiums (22 projects)
Number of applications approved for funding by the Working Group of the Coordinating Council	2 consortiums (6 projects)+ 1 project
Total cost of funded projects	4, 494, 187 rub.
Total donations for the second contest	2, 936, 666 rub.
Total grantee contributions (+ from other sources)	1, 557, 521 rub.
Average donation per one project	419, 523 rub.

Second Contest Winner Projects

Consortium SPHERE (1, 300, 000 rub.):

Project “Media Sphere” (400, 000 rub.)

Project “Energy Sphere” (500, 000 rub.)

Project “Eco Sphere” (400, 000 rub.)

Consortium “I, You, He and She – Are One Healthy Country!” (1, 286, 666 rub.):

Project «Warmth and Comfort for Children” (499, 999 rub.)

Project “I shall be Healthy” (396, 696 rub.)

Project “Future Stars of Russian Soccer” (389, 971 rub.)

Project “Charity and Sympathy” (350 000 rub.)

Project Complex

«Sphere»

Requested amount 1, 300, 000 rub. Grantee contribution 465, 680 rub.

Total cost 1, 765, 680 rub.

Thematic projects included in the complex:

1. MediaSphere
2. EnergySphere
3. EcoSphere

Municipal problems addressed by the project complex:

- Large spending for electricity, heating and water supply at municipal institutions;
- Lack of funds for modernizing the city's emergency medical service;
- Insufficient number of local journalists and inadequate youth engagement in community life;
- Deficit of public education programs devoted to simple methods and techniques of preserving the city's environment;

Synergetic effect of the project complex:

- At least a 40,000-ruble reduction of local budget spending for utilities in a municipal institution;
- The use of savings for payments associated with utilizing new techniques and improving the quality of medical services;
- Increasing the level of environmental culture and youth awareness about conservation issues;
- Accumulated experience of installing meters that may be replicated in other budget-funded organizations of the city; the projects will serve as a contribution to the 2006-2010 Nevinnomyssk Social and Economic Development Program and will comply with the Mayor's Ordinance on Resource Saving and with two city programs: "Extended Education for Children and Adolescents in Nevinnomyssk" and "Talented Children".

Contact person of the project complex:

Tamara Shchyokina, chief editor of Radio *Vis a Vis* at Nevinnomyssk City Radio Broadcasting Editorial Office, a municipal institution

Contact information:

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Organizations, members of the consortium:

Title	Category	Profile			
<i>Radio Vis a Vis</i> at Nevinomyssk City Radio Broadcasting Editorial Office, a municipal institution	municipal	Shaping public opinion through the provision of a broad range of information about all events in the city and country through <i>Radio Vis a Vis</i>			
Emergency Station, a public health municipal institution	municipal	Emergency medical services in Nevinomyssk			
Middle General Education School # 1, a municipal institution	municipal	Education and training			
Duration (months)	12	Start date	01/12/2007	End date	30/11/2008

Project

MediaSphere

Organization:

Radio Vis a Vis at Nevinnomyssk City Radio Broadcasting Editorial Office, a municipal institution

Type of organization:

Municipal

Start date December 1, 2007

End date November 30, 2008

Project summary:

Training school graduates in the basics of environmental journalism; participating in the 2006-2010 Nevinnomyssk Social and Economic Development Program; and launching a new radio program “The Basics of Environmental Education” that will be broadcasted through wire radio, PM radio, and Internet radio and the Website viasvi-nevinka.ru

Anticipated project results:

- Improved quality of radio programs and better technical capacity due to the purchase of equipment (35 articles);
- Training 50 children at the Young Journalist School, with preferential enrollment granted to children from low-income and large families;
- Excursions, seminars and events organized for the students of the Young Journalist School;
- Broadcasting a weekly program “The Basics of Environmental Education” through wire radio, PM radio, and Internet radio;
- Opening a forum on the Website viasvi-nevinka.ru to discuss local environmental issues;
- Printing an information booklet devoted to the topics of conservation and environmental health and advertising healthy lifestyles (200 copies);
- In the rooms where practical training will be held, the electrical wiring, lighting fixtures, sockets, automatic circuit-breakers, etc., will be replaced with new ones on an area of 72.2 m²;
- Communications support will be provided to this and the other projects of the consortium;
- The Young Journalist School will continue its activities after the end of the project, training at least 20 students a year;
- Launching a communications campaign devoted to the projects of the first and second contests of the Program.

Project EnergySphere

Organization:

Emergency Station, a public health municipal institution

Type of organization:

Municipal

Start date May 1, 2008

End date October 31, 2008

Project summary:

This project will replace old windows with new plastic ones; modernize the heat and hot water supply systems; install energy-saving lamps; monitor heat consumption; and develop mechanisms for reinvesting energy savings into the Emergency Station.

Anticipated project results:

- Reduction of heat energy and hot water consumption; and saving at least 50,000 rubles for the local budget;
- Establishment of an optimal temperature range and creation of comfortable working and resting conditions for the 115 employees of the Emergency Stations who work in 24 hour shifts;
- Lowered energy resources payments at the Emergency Station.

Project

EcoSphere

Organization:

Middle General Education School # 1, a municipal institution

Type of organization:

Municipal

Start date December 1, 2007

End date November 30, 2008

Project summary:

This project will organize an Environmental Education Room and a winter garden at the refurbished conservatory of School # 1; develop an environmental education program for the pupils of the school and teachers of other schools of the city.

Anticipated project results:

- Refurbishment of an area of 96.8m² in School # 1;
- Purchasing interior plants that improve indoor air and creating arrangements from them;
- Organizing lessons for the school's pupils, children from kindergartens, and teachers (at least 2 lessons or training sessions daily);
- Conducting five training sessions for the school's teachers;
- Propagation of plants that most effectively improve the indoor environment (at least 20 species);
- Organizing educational and research activities of the pupils at the winter garden (at least three projects during the school year);
- Saving on school utilities payments after the installation of new radiators, energy-saving light fixtures, and windows with a high insulation capacity.

Project Complex

I, You, He and She – Are One Healthy Country!

Requested amount 1, 286, 667 rub. Grantee contribution 729, 538 rub.

Total cost 2, 016, 205 rub.

Thematic projects included in the complex:

1. Warmth and Comfort for Children
2. I shall be Healthy
3. The Future Stars of Russian Soccer

Municipal problems addressed by the project complex:

- Unsatisfactory state of child health;
- Low energy-efficiency at municipal institutions;
- Poor quality of food at children's municipal institutions.

Synergetic effect of the project complex:

- The implementation of the project complex will be in line with the national objective of improving the health of Russia's population; will help bring up a healthy generation; and will advertise the benefits of a healthy life style among the children;
- The energy savings from the project Warmth and Comfort for Children will be invested into the events of the Preschool Soccer League and a workshop intended for the staff of budget-funded entities and devoted to participation in grant programs.

Contact person of the project complex:

Elena Tulyeva, deputy headmaster of Lyceum # 6

Contact information:

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Organizations, members of the consortium:

Title	Category	Profile
<i>Harmony</i> Child Development Center – Kindergarten # 45, a municipal preschool education institution	Municipal	Promoting and strengthening the children’s physical and emotional health.
<i>Gamma</i> Child Development Center – Kindergarten # 22, a municipal preschool education institution	Municipal	Intellectual and physical development of pre-schoolers and strengthening their immune systems. Reducing illness frequency among the children and the personnel of the kindergarten.
Lyceum # 6, a municipal general education institution	Municipal	Educational activities. During the past 40 years the Lyceum has been sponsored by Nevinnomysky Azot OJSC. In 2001, the Lyceum’s soccer team, which was formed in 1996, became the Vest Soccer Club.
Duration (months)	12	Start date 01/12/ 2007 End date 31/10/2008

Project

Warmth and Comfort for Children

Organization:

Harmony Child Development Center – Kindergarten # 45, a municipal preschool education institution

Type of organization:

Municipal

Start date June 1, 2008

End date August 31, 2008

Project summary:

This project will replace equipment in the kindergarten's kitchen and laundry that does not comply with modern environmental safety standards; utilize energy-saving techniques (replace old windows); and create favorable conditions for the children and personnel of the kindergarten (replace old tiles, light fixtures, and non-electric equipment).

Anticipated project results:

- The renovation and modernization of the kindergarten's kitchen and laundry will create good sanitary, environmental, aesthetical, interior and ergonomical conditions for the 185 children and 60 staff members of this child care center;
- Engaging parents and the community in renovating, designing and cleaning activities under the project (up to 250 persons);
- Reinvesting savings acquired as a result of renovations and economical water and power consumption (up to 30,000 rub.) into new energy-efficiency projects.

Project

I Shall Be Healthy

Organization:

Gamma Child Development Center – Kindergarten #22, a municipal preschool education institution

Type of organization:

Municipal

Start date December 1, 2007

End date June 1, 2008

Project summary:

This project will set up a Health and Physical Therapy Center that will involve the modernization, re-equipment and licensing of the existing physiotherapeutic room in accordance with current sanitary standards; replace windows in the gym and physiotherapeutic room to maintain optimal temperature conditions; acquire for the gym physical therapy equipment, treadmills for preventing flatfoot and other exercise equipment; and purchase bactericidal irradiators and Chizhevsky Lamps for medical and preventative treatment.

Anticipated project results:

- Founding a Health and Physical Center at Kindergarten # 22;
- Introducing health and medical corrective programs intended for at least 250 persons;
- Reduction of the annual level of respiratory illnesses among the children by up to five child/days and among the staff by two sick-leaves per one staff member.

Project

Future Stars of Russian Soccer

Organization:

Lyceum # 6, a municipal education institution

Type of organization:

Municipal

Start date May 1, 2008

End date October 31, 2008

Project summary:

This project will refurbish the stand-alone-building in the Lyceum's schoolyard: replace equipment in the locker rooms, showers, and drying rooms; lay new sewage pipes; install ionizing air purifiers and a cooler with clean drinking water; cover the running track around the soccer field with asphalt; level up the soccer field; plant trees and shrubs around the soccer field; involve a large number of children in soccer training at the Vest Soccer Club; protect and promote child health on the basis of a three-stage screening and physiotherapeutic treatment; and organize a Preschool Soccer League.

Anticipated project results:

- Organizing healthy recreation activities for 300 schoolchildren and preschoolers;
- Conducting workshops for 70 teachers from preschool and other educational institutions;
- Creating conditions for the efficient functioning of the Vesta Soccer Club (for three coaches and 100 members);
- Involving adolescents from risk groups into the process of organizing the Preschool Soccer League;
- Engaging the community in project implementation through meetings, questionnaires, pools and interviews;
- Monitoring the health of Preschool Soccer League team members with the help of health care specialists from preschool institutions, the Health Center, and the children's outpatient clinic (for 200 people), who will evaluate results.

Project

Mercy and Sympathy

Requested amount 350, 000 rub. Grantee contribution 362, 303 rub.

Total cost 712, 303 rub.

Organization:

Nikolai Ryabokon, private entrepreneur

Start date: December 1, 2007

End date: November 30, 2008

Profile of organizations:

Veterinary services to agricultural animals, birds and pets.

Project summary:

- Creating a Homeless Animal Rescue Service that will help stray and abandoned animals in critical situations and also spay and vaccinate animals that penetrate school and kindergarten yards;
- Excursions and lectures for schoolchildren on the safe handling of animals;
- Engaging schoolchildren in creative activities at the Small Academy of Sciences devoted to two subjects: methods of recording the number of homeless animals; and creating a computer presentation about animals;
- Plans include the establishment of an animal shelter and opening a Pet Market for earning an income for maintaining the shelter.

Anticipated project results:

- 269 spay operations; 269 vaccinated stray animals; 93 lectures; 77 excursions; and distribution of 1,700 leaflets;
- Opening a Homeless Animal Rescue Service for saving stray and abandoned animals;
- Reducing the number of stray animals by 3,228 due to spaying;
- Reducing the number of bitten community members by 30 % a year through culling aggressive and sick animals;
- Conducting a broad communications campaign for the city's schoolchildren and adults (about animal illnesses contagious to people);
- Public awareness will be raised about the Rescue Service.
- Project information will be disseminated in the cities of EuroChem presence in schools, kindergartens, veterinary clinics and environmental organizations.

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Project coordinator:

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