



Sustainability report Belarusian portal TUT.BY

2014-2015

About the company

The Belarusian portal TUT.BY is a leading information and service website, designed to provide news on home and foreign affairs for people who live in Belarus as well as those who reside abroad and are interested in current affairs in Belarus.

The target audience of TUT.BY is all the users of Belarus' internet sector, including the population of the country and readers interested in Belarusian news. Broadly speaking, anyone browsing Belarus' internet sector belongs to TUT.BY's target audience. Currently this amounts to over 5 million Internet users in Belarus, who go online at least once in three months' time.

Our goal is to be number one media source in Belarus. This translates into our respect of the right to freedom of speech and efforts to be the most objective (without any political or other affiliations) news and information website in the country. We are aiming at becoming a resource that can offer the most contemporary approaches to reporting news, voices different opinions and provides the best (most effective and user-friendly) local internet services.

Our mission is to give each user a possibility to receive unbiased information they are interested in, broadening outlook and enriching their lives.

The Belarusian portal TUT.BY was founded in 2000. In the beginning it offered free e-mail service, news with an archive, weather forecast, exchange rates, fuel prices, forums and hit counters. Later it began to provide paid website hosting and sell online advertising. Gradually new sections, services and projects appeared on TUT.BY.

In 15 years TUT.BY has developed into a successful group of companies with different Internet businesses and a team of over 300 professionals. Over these years the company has gained significant experience in doing business online and has become the leading resource in the scope of the country.

In addition to news coverage, TUT.BY provides to its audience specialized sections and handy services, solving daily needs. These include a variety of information from weather forecast and events calendar to exchange rates. The specialized sections are either leaders in respective segments; or belong to the Top-3 most popular thematic online resources.

TUT.BY also invests into several promising IT-projects, supports social initiatives and charities, and expresses interest in start-ups.



TUT.BY remains the most widely read website in Belarus.

44,5%

of Belarusian Internet users read TUT.BY.

850 000

real users per day

8 000 000

pages are viewed every day

Foreword

In 2014 the Belarusian portal TUT.BY joined the UN Global Compact, a voluntary initiative based on the Universal Declaration of Human Rights, ILO Declaration on Fundamental Principles and Rights at Work, Rio Declaration on Environment and Development, and the United Nations Convention against Corruption.

In our daily work we make every effort to implement the UN Global Compact's Ten Principles regarding human rights, labour, environment and anti-corruption.

Overall, we had been trying to bring change to the way of doing business in Belarus and act as an example of corporate social responsibility for the Belarusian society even before we joined the UN Global Compact. TUT.by's daily agenda always has some important social issues, related to the implementation of the Global Compact's Principles. We participate in various associations and support socially significant events on the national scale, in order to improve what surrounds us including not only our customers and clients, but also the market, the society, the environment, etc.. Another priority for our company is also to provide support for start-up movement.

The Belarusian portal TUT.BY launches and organizes its own socially important initiatives. For example, a popular annual specialized international conference "Business Internet" was launched in 2006, in 2010 we opened the art space "Gallery TUT.BY" which hosts public exhibitions and recitals, courses of the Belarusian language "Mova TUT", meetings of the literary club "Grapho". TUT.BY is also a co-founder of the Association of the companies working in the Information and Communication sector "Belinfokom".

We genuinely believe that our way of doing business contributes to the improvement of wellbeing in Belarusian society.



Yuri Zisser

Chairman of the general board of TUT.BY MEDIA LLC

A handwritten signature in dark ink, appearing to read 'Yuri Zisser'.



Human rights

Principle 1. Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2. make sure that they are not complicit in human rights abuses.

Human rights policy of TUT.BY MEDIA LLC

TUTBY Media conducts business in accordance with the principles of sustainable development and corporate social responsibility. We respect the Universal Declaration of Human rights and local Media Law, which complies with the Universal Declaration of Human Rights, the Constitution of the Republic of Belarus, the Law of the of the Republic of Belarus “On Mass Media”, which are the main documents, proclaiming human rights and freedom of speech.



The Belarusian portal TUT.BY supports the UN Global Compact since 2014.

Values and norms of behavior

Based on respect for human rights, the company has developed three core corporate values:

- 1) freedom;
- 2) right to make mistakes;
- 3) honesty.

Freedom

Freedom means independence, i.e. freedom of choice, decision-making and acting. That is why freedom necessarily implies personal responsibility for individual's opinion and choices, as well as for the results of individual's decisions and actions.

Right to make mistakes

We believe that mistakes accompany us on our way to experience that will help us avoid mistakes in future. However, when mistakes become repeated evidence of incompetence, it contradicts our understanding of this value.

Honesty

Our work is based on trust. Our clients trust is vital to us; so, we treat our publications, obligations and agreements very carefully. We trust our employees, and we expect effective performance and accomplishment of corporate goals in return.

These values serve as guidelines that form relations both inside, and outside the company in the process of interaction with clients, partners, contractors, government agencies etc. The company encourages personal responsibility and initiative, and believes that this is the best way to improve the quality of life of employees and society in general.

The editors carefully check that the news on the website is relevant, attractive, well written, presented in a variety of genres, unbiased. These principles are formulated in our internal guidelines and implemented on daily basis. The company closely monitors the convenience and safety of the services provided, giving everyone an opportunity to find and get relevant information, helps users to form their own attitude to the current affairs and interact with each other.

Respect for human rights is inextricably linked with the mission of the Belarusian portal TUT.BY. We work to make the life of users and society better by introducing advanced Internet technologies.

Our values, mission and goals are formulated in the company's brandbook, available on the corporate website, as well as in the “Guide for beginners”, an internal document that is presented to all newcomers and is available to employees on the internal portal.

Relationship with employees

We consider safety in the workplace a top priority. We regularly make sure that our employees have comfortable work environment, consult them on specific risks associated with the sphere the company operates in. In particular, the set of editorial rules “Dogmas and rules of TUT.BY editor” contains a section dedicated to personal safety. If necessary, we also provide legal help to our journalists.

Since the new edition of the Law of the Republic of Belarus “On Mass Media” came into force in 2015, we have been holding regular workshops for journalists on the rights and personal safety of media workers.

No incidents of violation of rights and freedoms of employees within the company were detected in 2014-2015.

Human rights issues and pressing social problems coverage

We want human rights to be observed both inside and outside the company.

The news department responsible for covering topics related to the life of society has 6 journalists and is the biggest one in the editorial department. In 2014 TUT.BY opened several offices in regional centers of Belarus to cover more local news.



TUT.BY journalists cover topics of personal freedom, the rights for social care, the rights of people with disabilities, minority groups' rights, etc. When preparing such articles, they consult the experts in the field of human rights to ensure high-quality and well-written publications. In addition, journalists visit roundtables devoted to human rights issues.



Case. The protests of medics

In February 2014 a series of articles "The protests of medics" on TUT.BY was devoted to the problem of inadequate quality of working environment and low salaries of ambulance workers in Zaslavl (Minsk Region). A series of publications helped to draw the attention of officials to the issue. The emergency medical workers station was relocated to a new building of the local hospital, while salaries of doctors and medical staff were increased by 40% starting April.

[Discover more](#)

Editors and journalists pay special attention to the safety and security of the people featured in the articles. Measures to prevent revealing of personal information are taken if necessary.

In the articles, TUT.BY highlights problems in social sphere, particularly in healthcare, education, culture, public services, public catering, passenger transport and regional development a lot.

Such attention of the editorial staff to social problems helps to unite caring people from all over Belarus, attract public authorities' attention and speed up solving issues.



Case. Freezing Grannies

The article by TUT.BY helped two 88-year-old women to improve their living conditions. After the article was published on the website, gas boilers that were out of work were quickly replaced by specialists of the corresponding services.

[Discover more](#)

Journalists actively cover human rights issues, the issues related to political prisoners, the debate around the use of death penalty in Belarus. TUT.BY regularly publishes rankings of countries, compiled by international organizations. Since these ratings are based on the Universal Declaration of Human Rights and describe conditions necessary for the development of an individual, we find it important to inform the readers about the performance of Belarus in international rankings.

In 2013 the Assembly of NGOs awarded TUT.BY with the 1st degree diploma in the category "Media of the Year".



In 2015 the Belarusian Federation of Futsal sent the journalists a letter of gratitude for the organizational support of the development of sport and promotion of healthy lifestyle in the country.

TUT.BY also performs educational and enlightening function by publishing information on UN initiatives.

The company plans to stick to its internal policy of protection and observing the rights and freedoms of employees in future, improve mechanisms for the settlement of incidents related to these issues and extensively cover the achievements in the sphere of human rights in Belarus.

In 2015 the Belarusian portal TUT.BY was named socially responsible media for active and regular coverage of the social projects implemented by the Belarusian business at the annual Corporate Social Responsibility Award, established by the International Socio-Economic Fund "Idea".

Case. Help.blog.tut.by

Help.blog.tut.by was launched in 2007. It is a blog dedicated to people – children and adults – who suffer from serious diseases and need help. The blog publishes appeals by parents and relatives asking for help in collecting money for treatment of their dearest ones who are sick. The blog is administered by a professional doctor. All document confirming diagnoses are carefully checked before publication, bank accounts' details and arrangements with clinics are checked as well.

The idea to start Help.blog.tut.by was inspired by numerous letters that readers of TUT.BY sent to news boards asking to tell their stories to many people in hope to get help. During these years, the resource helped to save many lives and strengthen faith in people and human compassion.

The project HELP.TUT.BY was named the Best social project in the media by the charity fund "Touching Life" ("Prikosnoveniye k zhizni") in 2013.

It was named the Best social project in the media by the Belarusian Union of Women the same year.

 Help.blog.tut.by





Case. Snowmen for Andryusha

The story of a 4-year-old Andrei Semilet and his mother who came from Ukraine to the Republican Scientific-Practical Center of Radiation Medicine and Human Ecology in Gomel to cure the boy's acute lymphoblastic leukemia appeared in BYnet in November 2015. The boy and his mother were collecting money for Andrei's treatment by making snowman toys and selling them online. The story touched many people as the photos of Andrei and the snowmen spread across social networks. Orders for snowmen started coming from different countries. People wanted to help the family.

The Belarusian portal TUT.BY decided to help Andrei Semilet to complete orders for toys. A big workshop was held in Gallery TUT on December 4, 2015. The company paid for all the materials (foam beads, fabric) necessary for toys, invited craftsmen and animators to participate and help volunteers make snowmen.

Aside from toys, people also donated money. 625 US dollars, 30 euros and over six million Belarusian rubles were collected in one evening. We also managed to organize the delivery. The volunteers first delivered 2.5 thousand and later 1.5 thousand snowmen to Gomel and Moscow.

Under direct guidance of Alena Sheremet-Andreeva, TUT.BY-TV chief editor and initiator of the action, a group that manufactured and delivered snowmen to Europe was set up in Warsaw.

The public reaction to TUT.BY's initiative of helping the ill boy Andryusha was enormous: thousands of volunteers all over Belarus mucked in. Workshops were organized in Minsk, Gomel, Bobruisk, Slonim, Soligorsk, Brest and Gorki. Thousands of toys were made and all orders were completed.

The boy's mother made all financial accounts public by posting them to pages on social networks. Alena transferred almost \$10 thousand that were left after the sale of the remaining snowmen for treatment to other children from Belarus and Ukraine.



Alena Semilet

boy's mother

The way the whole story with snowmen turned out was a surprise for us. When my husband's parents watched the video filmed during the workshop in TUT.BY they couldn't believe that such things happen in real life. As for my boy, he would watch the video many times for several weeks and keep on smiling.

Andryusha's cancer cells have come back to normal. They are now below 5%. Tests show that he is in 100% remission. This is not just a hope. There's a 95% probability that the disease will not manifest itself in the next three years. Andryusha's treatment will take a long time, about a year and a half. We are going to leave the hospital room and move into an apartment soon.



Alena Sheremet-Andreeva

TUT.BY-TV chief editor, mastermind of the action

I came up with an idea to make snowmen after our article about a sickboy from Ukraine, who was making toys together with his mother to earn money for a course of treatment, was shared on social networks many times. At some point, there was such a big demand for snowmen, that Andryusha and his mum Alena could not cope with the orders anymore. Being a widow myself, I know how difficult it is to be alone with a child, especially in such a hard situation.

At first I proposed that we make some toys together with our colleagues but then I thought of Gallery TUT.BY, where we could draw everyone indifferent to the boy's story.

That is how a spontaneous, kind and touching movement "Let's make snowmen for Andryusha" spread, involving thousands of people around the country. During four preparation days I answered dozens of calls, wrote hundreds of e-mails and messages on Facebook. Hundreds of volunteers came to Gallery TUT.BY in the evening on December 4, 2015. Later workshops were held in different cities of Belarus, volunteers made thousands of snowmen for Andryusha.





Labour

Principle 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4. the elimination of all forms of forced and compulsory labour;

Principle 5. the effective abolition of child labour; and

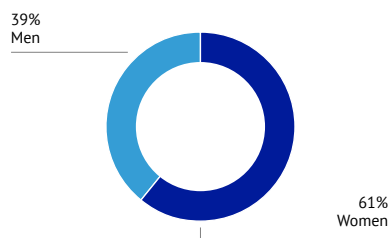
Principle 6. the elimination of discrimination in respect of employment and occupation.

Personnel management strategy

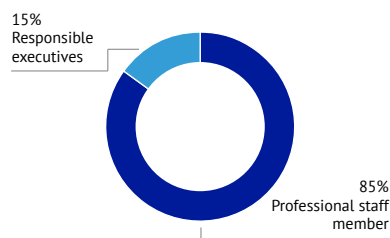
The Belarusian portal TUT.BY respects personal and labor rights of people. The company's internal documents regulating labor relations within the team are based on the best international practices in the field of personnel management. The company opposes all forms of discrimination in employment, and considers the use of child and forced labor unacceptable.

The HR policy of the company is aimed at maintaining a friendly and democratic environment, promoting mutual respect and attention to each other.

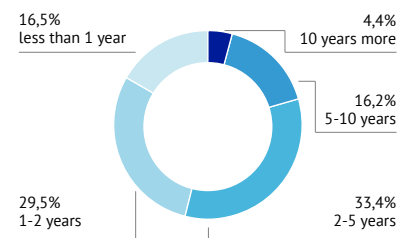
Gender composition



Responsible executives vs. professional staff members



Length of employment



Integration of new employees

The company developed “A guide for beginners”, where the mission and values of the company, the rights and duties of employees, salary-setting mechanisms, information on career prospects in the company, as well as information on extra educational and recreational options, available to the workers, are outlined. “A guide for beginners” is provided to new employees as part of the “Newcomer package” that also contains all the necessary workplace stationery.

On the first working day a new employee is given their personal integration plan with the names of their supervisor and a colleague mentor who would help a newcomer to settle, to get acquainted with the company's structure and start fulfilling their responsibilities.

Search for talent

The company also practices “Recommendation of hiring new employees” program. Employees can recommend candidates whom they are confident in based on their acquaintances for vacancies in the company. The selection procedure for recommended candidates is the same as for external candidates. In case a recommended candidate gets hired, a referee will receive intangible and tangible reward.

Remuneration system

The management pays serious attention to salary-setting mechanisms that help build a fair and just relationship between a worker and the company. HR department continuously monitors the labor market. Personal achievements and professional growth of employees are being tracked, finding its reflection in fair and transparent remuneration.

Working hours

The company has flexible working hours that help employees to find a perfect balance between professional activity and personal life. In addition to the social package, guaranteed by the Labour Code of the Republic of Belarus, TUT.BY grants its workers a possibility to change their working schedule in consultation with their supervisors, as well as provides five additional “social days” per year. “Social days” are paid days off but can be used only for personal needs. For example, an employee can use them to stay at home for a couple of days in case of illness without registering a sickness leave, or solve personal issues that require visit to government institutions operating on a fixed schedule, or for in case of any unforeseen circumstances.



Training and professional development of employees

The company creates conditions for the development of its employees and believes that such investments directly contribute to the development of business.

There's a library with business literature in the office, employees can receive periodicals by corporate subscription. The Belarusian portal TUT.BY encourages its staff to grow professionally: English language classes are held in the office, employees can attend educational events (conferences, workshops, seminars) in marketing communications, management, strategic planning, law, etc. organized by TUT.BY or its partners.

Special attention is paid to the professional development and formation of managers, as it secures long-term sustainability of business. That is why the company's heads of departments and services attended two training courses – "Effective management" and "Interviewing skills and motivational leadership" – in 2015.

TUT.BY programmers have access to the latest information on new approaches in software development by watching online broadcasts from the relevant conferences, broadcast rights being purchased by the company and screenings organized in the office.

Internal training system is functioning in the sales department: its employees share their experience and views on business books they read, external conferences, seminars, master-classes they attend, hold joint viewings of educational videos, followed by discussion of sales techniques and tools.



Case. Infographic school “Infographics TUT”

The first course “Infographics TUT” was launched in spring 2015 on the initiative of Vadim Shmygov, infographer and visual journalist of TUT.BY. The course lasts for four months and teaches the basics of infographics and data visualization. The school has already prepared two groups of students — journalists, designers, programmers, editors, analysts and marketing specialists working for such companies as TUT.BY, Wargaming, EPAMSystems, Yandex, IBA, BelaPAN, Belagroprombank, Kyky.org, Radio Liberty, European Radio for Belarus, Radio Unistar, prognoz.ru, “Timer” magazine, “Ideanomiks” publishing house. The ratio of applications to available seats for the second course made 4 people per one place.

Course students meet three times a week in Gallery TUT.BY, in meeting rooms of the TUT.BY office or in TSEH creative space. Lectures during the course are conducted by renowned foreign professionals in the sphere. Course enrollment is open to everyone. Practical tasks are carried out in groups, students also receive individual tasks.

Participants do not pay tuition fees, instead they donate Br 800,000 for charity once a month. The best works by students are published on TUT.BY.

Students of the second group “Infographics TUT” made a book with their impressions, photo and works as a gift to their teacher Vadim Shmygov.



Vadim Shmygov
“Infographics TUT” curator

I decided to start this school because of a sad situation with data on our information market that was full of low-quality, unprofessionally made infographics. I felt I needed to teach my colleagues, so that we could change this situation together. Information in words comes and goes, while information presented as an image sticks in memory. It is much easier to analyze anything that can be systematized and visualized. That is why well-structured and reliable information is valued so much today. A visual image helps to understand information, and recall it later. One of the main tasks of an infographics is to make a system out of data and show it in an understandable form.

About the curator

Vadim Shmygov graduated from the Institute of Journalism of the Belarusian State University. He worked as a designer and secretary in the republican weekly “Belaruski Chas” in 2003-2009, then in BelaPAN news agency. Since 2013 Vadim has worked as a visual journalist for TUT.BY.

Achievements and merits:

2015 — “Tableau” — “TOP-5 International Best New Authors of 2014”
2014–2015 — “Tableau” — “Viz of the Day”, “Viz of the Week”
2014 — “AdNak” — “Diploma of Belarusian Advertising Contest AdNak”
2009 — “Zolotaya litera” — “Best media designer”

Students’ impressions



Maria Tkachenko, Lead Systems Engineer, EPAM Systems

For me, the main result of the course is that I now have a clear idea of what “good infographics” is. The topics of seminars, lectures and practical tasks touched upon various fields: design, journalism, management and teamwork, analytics, web development, and even cartography. It was an amazing immersion in such a diverse world.



Olga Nesteruk, designer, Wargaming

It was a dynamic course with many tasks, many interesting meetings, lots of new graphic and infographic tools. The most valuable experience for me personally were lectures and classes with speakers. It really boosted my creativity.



“Infographics TUT” school graduates

Examples of projects by the students of the course

[Muslim dress-code](#)

[To love all ages yield surrender](#)



Care about leisure and health of employees

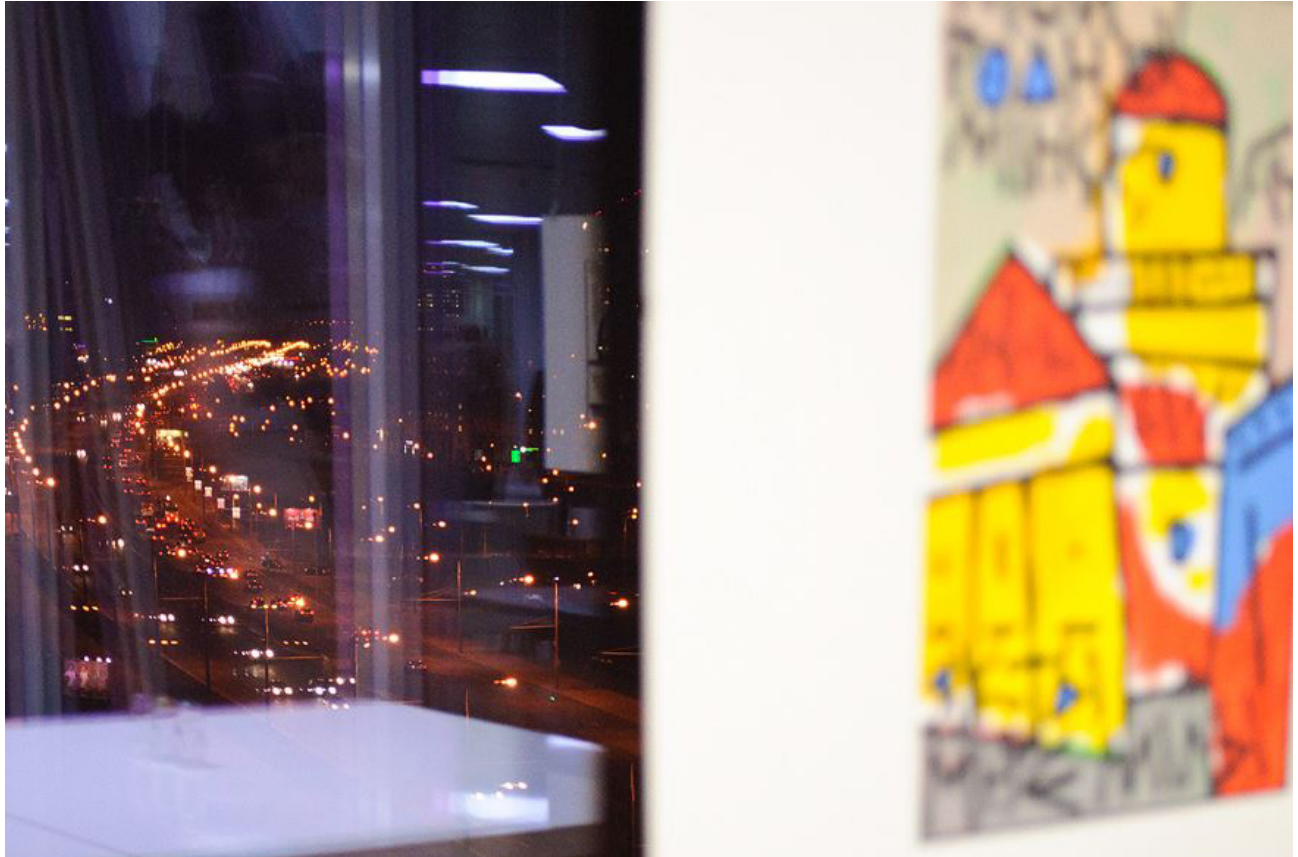
The company's office has a comfortable working environment, and health activities are held on a regular basis:

- here is a leisure room with sports equipment, ping pong table and massage chairs;
- the office has a kitchen with hot drinks, snacks, seasonal fruits and vegetables;
- hot meals available for purchase are delivered to the office every day;
- in the Gallery there is an electronic piano that employees can play music on;
- an articulate workout, the so-called "IT-workout", is held by a specialist twice a week in the morning;
- employees can visit massage sessions with a professional massage therapist who comes to the office twice a week.

Corporate parties are organized by the company. Besides entertainment, we assign them with additional meaning, associated with the company's values. The company is growing, and not all employees know each other. Therefore, it is important for us to provide them with an opportunity to meet each other and learn the company better from different angles.

For example, to celebrate 15th anniversary of the portal in 2015 employees from different departments mixed in 15 teams and were solving tasks of various difficulty, that helped them to get acquainted with the history of the company and find 15 symbols of TUT.BY's success through the game. For 2015 New Year's party teams from different departments competed in creativeness, presenting and "defending" the costumes they made.





Gallery TUT.BY

Gallery TUT.BY is the art space located in TUT.BY's office. It regularly changes its exposition, becomes a venue for personal exhibitions and art meetings, music evenings, lectures on the history of Minsk, lessons of the Belarusian language for children and adults "Mova TUT", meetings of the literary club "Grapho". The entrance to the gallery is free, it is open from 9.00 am to 6.00 pm on workdays.

The gallery's curator is Tatiana Bembel, a Belarusian art expert and critic, art historian and dealer, professor, author of television programmes and documentaries, member of the Belarusian Union of Artists, the Union of Belarusian designers, the Union of Cinematographers of the Republic of Belarus and the International Council of Museums ICOM.



Exhibition "Spravazdacha-2015" opening



Photo from the exhibition "Spravazdacha-2015". Photographer: Eugene Erchak

Labour relations in TUT.BY

Working conditions

Subscription to specialized periodicals, library with business literature, book-crossing, webinar and online-conferences watching, training sessions with internal and external coaches, trainings for management, joint watching and discussion of thematic movies, free entrance to events organized by the company (“Pro business.” events, “Business Internet”), partner events.

Professional and personal growth

Parking for employees, a comfortable office with a panoramic view in a business center, seven meeting rooms, necessary equipment and stationery, clothes with TUT.BY logo (T-shirts, hoodies), leisure room, kitchen, meals delivery, articulate workouts, massage, snacks, seasonal fruits and vegetables.

Leisure

Corporate events for employees, playing intellectual quizzes and sports tournaments (IT-Olympics, “What? Where? When?” games) against other companies in the industry, a closed Facebook group “We work TUT”, cultural events in Gallery TUT.BY, birthday celebrations in departments.

Family

Flexible working hours, social days, children's celebrations, financial assistance in emergency cases, the possibility to plan the return to work after a maternity leave in advance.

Internships and excursions

The company cooperates with Belarusian universities to help in professional training of students, who can apply for educational, on-the-job and pre-diploma practice in all divisions of the company. Overall, 43 students received training in 2015. Those students who do well during their internship often continue to cooperate with the company on the part-time basis, return for other on-the-job training and even become full-time employees. This is exactly how it happened with the company's current director general Alexander Chekan over 10 years ago.

The portal also supports such projects as TEENGURU— a school of business for teenagers in Minsk, where they can start thinking about their own business idea, and master key elements of business — planning, marketing, finance, sales and promotion on the Internet — at an early age. The company's managers act as tutors in this project, introduce business to youngsters, describe the work of online media, and take teenagers on excursions around the office.

Vocational guidance excursions are organized for students at the request of educational institutions, as well as at the request of children's asylums and children's villages.



Educational establishment “Osipovich state specialized general education boarding school for children with locomotor system disorders” expressed gratitude to TUT.BY for contributing to the fund of educational and methodical literature and equipment of the school's library with computers.

Coverage of topics related to labour relations

The Belarusian portal TUT.BY promotes fair labour relations, built according to the conventions of the International Labor Organization, the Constitution of the Republic of Belarus and the Labor Code of the Republic of Belarus. For instance, FINANCE.TUT.BY publishes reviews of the average salary rates for different positions in the country on a regular basis. The news department, covering topics related to the life of society, collects and releases comments of professional lawyers on new legislation in the field of labor relations.

Case. Lawyer's advice

A weekly column “Lawyer's advice” with Tatiana Semeshko, member of the Minsk Regional Lawyer's Association, has been published on the portal since 2015. Lawyers answer users' questions in the field of law and requiring a qualified explanation.

Professional help was provided to a young graduate who was fired by an employer without wage and employment record book.

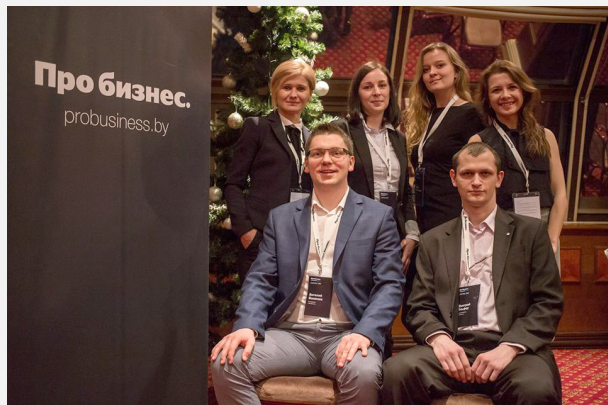
 [Discover more](#)

New business lines

The company's management believes in productive co-development of the company and employees and aims to support their initiatives.

Case. “Pro business.” – community for Belarusian business

In September 2014 a project “Pro business.” was launched as a new line in company's development. The website, created on the initiative of one of TUT.BY's employees Vitaly Volyanyuk, is designed as a community Belarusian businessman and a communication platform for representatives if business circles.



“Pro business.” team

Today “Pro business.” grows in both ways. Business owners, top managers, experts communicate their experience, opinion, forecasts on this website. One of the topics for discussion is the current agenda, typical for any company. “Pro business.” organizes about 36 offline business events of different formats a year (business forums, conferences, live meetings) with famous people where they tell personal stories, public talks and talk shows with Belarusian businessmen.

 Probusiness.by



“Pro business. LIVE” meeting



Vitaly Volyanyuk
head of “Pro business.”

We met with TUT.BY director general Alexander Chekan and discussed the idea of creating a media project for Belarusian businessmen. A project that would differ from other existing resources. I had experience of working as a Finance.TUT.BY editor before. At that time, I was developing an existing project, but now it was about launching a start-up. It took us about nine months to think over the details — the website's concept, name, and design. “Pro business.” went online on September 1, 2014. Several months later the first offline event was organized, we began holding meeting with Belarusian businessmen, then conferences, forums and other events followed.

I am grateful to TUT.BY management and shareholders for the support of “Pro business.” creation. Initially our team had two people: me and Dmitry Alfer, the editor. Now there are six of us, and we believe that “Pro business.” will continue to develop and grow. Judging by the feedback, the product that we've created proved needed for the business community. And this thought inspires us to keep working on it 24/7.

About the head of “Pro business.”:

Vitaly Volyanyuk graduated from the Institute of Journalism of the Belarusian State University in 2006. Worked as a correspondent in presidential pool for “Sovetskaya Belorussiya” newspaper for five years, having gained experience in politics and economy. Became an editor of FINANCE.TUT.BY in 2012, then the editor-in-chief of the news agency “Biznes-novosti”. In 2013 Vitaly returned to TUT.BY with the idea to create a new media for business.



“Pro business. LIVE” meeting



Environment

Principle 7. Businesses should support a precautionary approach to environmental challenges;

Principle 8. undertake initiatives to promote greater environmental responsibility; and

Principle 9. encourage the development and diffusion of environmentally friendly technologies.

Respect for natural resources

Belarusian portal TUT.BY observes the principles of Presidential Directive No3 of 14.06.2007 “Economy and thrift are the main factors of the state’s economic security” and focuses on responsible business conduct and environment treatment. The main resources consumed by the company are electric and thermal energy, water and paper. We plan to start careful recording of their consumption and work out measures to consume them responsibly.

Successful steps in going green

The company uses electronic document management system in order to reduce paper consumption.

The management carefully monitors resources consumed inside the company. The paper that we buy is checked for certificates and expert accounts on its conformity with the State general sanitary, epidemiological and hygienic requirements for goods subject to sanitary-and-epidemiologic supervision (control), approved by the decision No 299 of 28.05.2012 by the Customs Union Commission.

The company has been collecting paper for recycling since 2010.

At the end of 2015 three recycling bins for paper and cardboard collection were installed by “Belgips-ECO” in the office. Since then over 30 kg of paper has been collected.



When organizing events, such as “Business Internet”, we distribute eco-friendly stationery and promo products to our employees and guests attending the events. For example, biodegradable eco pens made from paper and recycled plastic. Guests of “Business Internet” conference received promo products in textile reusable shopping bags.



TUT.BY supports careful and rational use of natural resources. That is why we buy locally-produced confectionery and dairy products for our employees to support Belarusian producers and help reduce carbon emissions during transportation.



In the reporting period the company organized an internal event for children of the employees — an environmental master class, where kids created crafts from recycled materials (PET bottles).

In 2015 our employees planted trees in Hugo Chavez park in Minsk.

Coverage of topics related to environment

Our journalists cover the initiatives promoting collection of recyclable household and publish reports from environmental forums and exhibitions, write about topics related to radiation level and the aftermath of the Chernobyl disaster. In 2014-2015 the portal widely covered the problems of the recycling sphere and organizations specializing in collection of waste paper, plastics and used batteries. With the help of publications of materials on these topics the portal contributes to education and involvement of Belarusians in safe and environmentally conscious waste management.



Case. The country of swamps

In 2015 TUT.BY journalists explored the problem of drainage of wetlands and continuous use of peatlands in Belarus in a special project "The country of swamps". In spite of large-scale melioration works that were carried out in Soviet time, the country managed to preserve about 863 thousand hectares of swamps. This seemingly big territory is, however, only one third of the area that swamps stretched over before.

In the articles journalists told about how locals live through the consequences of that catastrophic intervention into the ecosystem (which lead to the disappearance of birds, plants, animals, reduction of drinkable water supplies, caused drying up of rivers, fires in peatlands, flooding of villages), and how cranberries support the life of villagers. When preparing the texts, journalists worked in collaboration with the Head of the Department of International Cooperation of the Scientific and Practical Center of the National Academy of Sciences of Belarus for Bioresources Alexander Kazulin, who dedicated 20 years to the study of Belarusian swamps.

[Discover more](#)

TUT.BY is following the country's progress in solving ecological problems. The work of the portal was praised by the Center for Environmental Solutions in 2013; TUT.BY received an award for the involved coverage of problems of chemical safety and waste in Belarus.



Case. Around Minsk with a dosimeter

Last year journalists toured Minsk with a dosimeter to find out if the radiation level in public places — in the underground, at railways stations, roads and dump sites — is equal to or above the norm. Measurements of food and building materials were also taken.

[Discover more](#)



Business integrity

Principle 10. Businesses should work against corruption in all its forms, including extortion and bribery.

Principles of business integrity

Anti-corruption activities inside the team, and in cooperation with business partners and the community is one of the company's priorities. The Belarusian portal TUT.BY values its credibility for business partners, customers, and employees. Therefore, the management uses one of the company's core values — honesty — as a guideline in the company's Code of Business Ethics.

The company observes its financial liabilities with contractors (lessors, suppliers, etc.) and tries to make payments for services and works rendered in advance. Reputation is one of our biggest assets, so we avoid cooperation with organizations that have shown themselves as unfair players in the market.

In 2015 the group of companies “Belyazhmash” announced gratitude to the Belarusian portal TUT.BY for significant contribution to the development of professional interaction between companies and timely execution of all obligations.

The set of editorial rules “Dogmas and rules of TUT.BY editor” contains instructions on work with various information sources, fact checks, finding information sources. It has sections dedicated to communication with heroes of the articles and newsmakers, journalists' ethics, issues related to the use of pictures. The Belarusian portal TUT.BY respects copyright and sticks to the principle “do no harm” in the process of writing articles.

TUT.BY builds its relationships with employees on mutual trust, expecting effectiveness and fulfillment of goals in return. The company has no attendance control systems, no journals for registering employees' arrival and departure time, no logging control on computers (except for those areas and processes where logging time is vital and necessary for the quality of service provided to end users), no “wiretapping” (this does not apply to recording of telephone conversations with clients in order to improve the quality of service), no restrictions on Internet access, no censorship of e-mails and or any other systems for surveillance of the personnel.

The company invests in the education and development of its employees, helping them to advance and open their potential, in return for diligent work.

TUT.BY's clients are always welcome in the office and the portal hopes for mutual respect in business.

The company's business conduct is governed by the following internal documents that contain the norms of behavior and values of the company:

- “A guide for beginners”.
- “Dogmas and rules of TUT.BY editor”.
- “Rules of behavior in emergency situations”.

Transparent business

The Belarusian portal TUT.BY aims to make its business transparent according to the code of business ethics. This refers primarily to the way business processes are organized and the information is delivered within the company.

Heads of departments do their best to make the process of business planning, goal setting, results' control understandable to all employees. Feedback is always appreciated.

Regular meetings of project managers and heads of departments are held once a month in the Gallery to discuss interim results during presentations. This helps employees learn the latest news from other departments, respond to the questions of colleagues, share experiences, make suggestions on how to optimize the workflow.

In addition to it, every Monday project managers send internal accounts to the team and managers to inform them about last week's results and updates.

The advertising department is separated from the editorial board in order to prevent any pressure from advertisers on journalists.

Materials that come as information support of TUT.BY's partnerships are marked as “Sponsored statement” or “By TUT.BY PR department” to differentiate them from the editorial content.

Journalists cover problems related to corruption among state officials, in business sphere and among top managers.

Transparent financial accounts

The audit of the company's financial operations is carried out every six months by “Baker Tilly Bel” LLC. Voluntary audit was carried out in 2013-2014, obligatory audit — during 6 months in 2015.

TUT.BY was not involved in any corruption incidents within the reported period.

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