



# Sustainability report belarussian portal TUT.BY

2016

## 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 offer the most contemporary approaches to reporting news, voice different opinions and provide 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 17 years TUT.BY has grown from a start-up in a successful group of companies with different businesses activities and a team of over 296 professionals. The company gained significant experience in doing business online and has become the leading resource of the national level over these years.

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 either are 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 read website in Belarus. In 2016, the company became the winner in the "Internet Portals" category at the specialized competition BRAND OF THE YEAR for the 10th time. Leaders were determined through a personal national survey, in which Belarusians answered questions spontaneously (without pre-prepared options). The respondents traditionally named TUT.BY.



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

# 38,4%

of Internet users in Belarus read TUT.BY

# 780 754

unique users per day

# 7 704 000

of page views per day

## Foreword

The Belarusian portal TUT.BY has been supporting the UN Global Compact, a voluntary initiative aimed at promoting the principles of corporate social responsibility, for three years.

The UN Global Compact is a strategic initiative for our company. Recently, TUT.BY was elected a member of the Coordinating Council of the Local Network of the UN Global Compact in Belarus. The first step to activate the Local Network was to transfer of its headquarters to the resource base of the largest national contest of social projects Social Weekend. The process of registration of a social fund "Fond Dobra"(Fund of Good) is underway. The Local Network will promote the UN Global Compact in Belarus, as well as launch CSR projects with the help of the fund.

In 2016 the portal TUT.BY supported a large number of socially significant events of the national scale. Our journalists launched several special projects with speaking names: Chernobyl people, 25 years without USSR, Doctors. Gallery TUT.BY opened its doors for meetings of the intellectual club of the Nobel laureate Svetlana Alexievich, and to TEDx, an education-and- entertainment conference, a forum of "ideas worth spreading" that helps local organizations and individual entrepreneurs exchange experience. Gallery TUT.BY regularly hosts public exhibitions and art meetings, as well as meetings of the literary club Grapho.

For almost nine months TUT.BY's employees acted as supervisors of startups in the national social and educational reality show for young entrepreneurs "Moi Business" (My Business) on the ONT channel. Over 800 people from all regions of Belarus took part in the project's castings; and many Belarusians watched the show and learned the basics of business from it.



**Yuri Zisser**

Chairman of the general board of TUT.BY MEDIA LLC (TUT.BY) and Nadezhnyye programmy LLC (hoster.by)





# 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 brand-book, 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.

In 2016, no incidents of violation of the rights and freedoms of employees inside the company were detected.

## 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.

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. TEDxNiamiha

On 25 June, 2016 Gallery TUT.BY welcomes the conference TEDxNiamiha for the first time. What makes the global TED movement so interesting?

This unique forum for outstanding people and ideas was invented in the USA in the past century. TED stands for TechnologyEntertainmentDesign. TED conferences combine education and entertainment. The event has become incredibly popular all over the world. It is held under the slogan "Ideas worth spreading".

Every TED speech is a one-man show. The speaker has 18 minutes to get their idea, no matter how difficult, through to the public in such a way as to make millions of listeners interested in it. It is a great honor to receive an invitation to become a TED speaker. Bill Gates, Al Gore, Sergey Brin, Elon Mask, Sir Richard Branson, Bono, Nick Vujicic, Edward Snowden, Philippe Starck, Gordon Brown, and others were among TED speakers in different years.

Starting 2009 local TEDx conferences – independently organized events that are based on standards and license of the global TED – are held all over the world. TEDx was repeat TED's mission of "Ideas worth spreading". Their main purpose is to help local communities, organizations and individual entrepreneurs share their experience in the TEDx format.

TEDx events combine presentations by speakers and video broadcasts of TED discussions (TEDTalks) that form live communication and unite groups of people.

License owned by TEDxNiamiha allows inviting only 100 people to the Gallery TUT.BY. The tickets were sold out in several minutes. Nevertheless, the portal provided everyone with the opportunity to follow the conference online. 9650 people watched TEDxNiamiha broadcast online.

8 bright Belarusian speakers from different spheres — from music and sports to biophysics, optics and ecology — attended the conference. The topic of the conference was "Get the job done", and all talks were devoted to it. Each speaker presented his or her own way to "get the job done" with the help of professionalism or passion, engineering know-hows or easy small steps.

TED conferences are designed to share the "ideas worth spreading", and this motto is relatable to TUT.BY.

<https://42.tut.by/501916>



Guest of the event: **Kirill Ruiy**, Ambassador  
Extraordinary and Plenipotentiary of the Republic of  
Belarus to the People's Republic of China

## Case. 25 years without USSR

In the year of the 25th anniversary of the collapse of the USSR, TUT.BY tells about different ways each of the former Soviet countries chose and about lives of people in the former homeland.

Representatives of different nationalities, ages and professions shared personal stories with journalists; spoke about the changes that occurred once their countries became independent.



25 years ago the USSR was the country that united many nationalities and cultures. Many of the neighbors and partners of Belarus were afraid of becoming "powder kegs" and completely disappearing from the map for various reasons. That is why journalists paid special attention to experiences of people in Ukraine, Moldova, Lithuania, Latvia, Estonia, Kazakhstan, Tajikistan, Armenia and Georgia during a long period of their independence. 15 powerful materials with bright photos and videos were published on the portal.

<https://news.tut.by/tag/2293-25-let-bez-sssr.html>

## Case. Constitution read by leaders

The Belarus's Constitution of 1994 with amendments and additions is the main law of the country.

On the eve of 22nd anniversary of the adoption of the Constitution famous Belarusians read out the articles of the main law that they personally found most important. The chairperson of the Central Election Commission Lidia Yermoshina, expert Ales Mukhin, fashion designer Sasha Varlamov, musician and artist Andrus Takindang, the founder of the portal TUT.BY Yuri Zisser, freestyle skier and Olympic champion Dmitry Dashchinsky, businessman Alexander Knyrovich, ex-chairman of the Constitutional Court and former Prosecutor General of Belarus Grigory Vasilevich, editor-in-chief of the portal TUT.BY Marina Zolotova and press secretary of the Ministry of Foreign Affairs Dmitry Mironchik took part in the readings.

<https://news.tut.by/politics/488430.html>

## Case. July's Storm

A violent storm hit Belarus on July 13, 2016. More than 2,000 requests for help were sent to hotline 101 in the first hours after the natural disaster broke out. Five people were taken to hospital in Minsk region. Not only people suffered in the storm. Eight Belavia aircraft collided because of strong wind. The cyclone caused damage to forests, private houses, enterprises and organizations. More than 700 houses were destroyed. The total damage was estimated at \$8 million.

TUT.BY users have learned to help each other in different critical situations – during Javier snow storm, raising money for sick children and crowd funding for a hospice. TUT.BY decided to collect information about those in need for help, and those who were willing to help.

The information was gathered in a single article. Anyone in need of help could send an e-mail to [media@tutby.com](mailto:media@tutby.com). During the first day more than 67 people expressed their willingness to donate money and building materials to repair damaged houses, to provide transportation and physical assistance, as well as to provide temporary shelter for those in need.

<https://news.tut.by/society/504488.html>







## Case. Nick Vujicic in Gallery TUT.BY

An unusual human, philanthropist, well-known speaker and writer Nick Vujicic traveled around half of the world. Belarus became 58th country that the motivational speaker visited. Nick was born without arms and legs, and risked to be dependent on his parents forever. But he managed to overcome his problems. Now he teaches others to do it. His story and life experience have impressed thousands of people around the world.

Gallery TUT.BY was the first place where Nick Vujicic got acquainted with Belarus and held a meeting with journalists. The guest talked about how he overcame his fears and problems.

Nick Vujicic:

— While traveling to different countries, I realized there are people who need inspiration in every of them. Therefore, I am always happy to tell my story in hope that it will help someone to cope with their difficulties.

Few people know that in Belarus there lives a boy named Adam, who was born with tetra-amelia syndrome. This disorder is characterized by the congenital absence of one of the limbs. There are only a few people with this syndrome in the whole world.

The organizers of the event in Minsk told Nick about Adam. Vujicic wrote a letter to the boy and promised to meet him in person to cheer the boy up and boost his self-confidence.



For a long time the administration of the orphanage where the boy is being brought up didn't want to allow this meeting. It took over six months for the journalists of TUT.BY to negotiate with the administration, and finally Adam and Nick met. We made a child's dream come true.

<https://news.tut.by/society/492686.html>

## Case. Intellectual club of Svetlana Alexievich

Svetlana Alexievich, the winner of the 2015 Nobel prize in literature, opened her Intellectual club on 7 December, 2016 in Gallery TUT.BY. This is the first club where any person is free ask questions to the invited guests. Anyone has an opportunity to watch the meetings of the club online. The entrance to the club's meetings is free. A private initiative is a spiritual gift to the society made by the Nobel prize winner. Among others, Svetlana Alexievich promises to invite film director Alexander Sokurov, Russian politician and public figure Irina Khakamada, psycholinguist Tatyana Chernigovskaya to be guests in her club.

The first guest of the club was a Russian poet, philologist and ethnographer Olga Sedakova with a lecture called "Evil". The second meeting in the Gallery TUT.BY was attended by Stanislav Belkovsky, a famous Russian political scientist with a lecture "The Fourth World War. The last way out for the post-colonial world". About 200 people (writers, historians, scientists, philosophers, diplomats, politicians, public and cultural figures, journalists and teachers) attended that meeting.



Svetlana Aleksievich, writer, journalist, documentary scriptwriter and 2015 Nobel Prize winner says: "I've always dreamed of having a community of people to talk to. Not to discuss the authorities as we always do, but to look much deeper. It's not normal when three beautiful women gather together and five minutes after they start talking the discussion narrows down to those in power. It's not normal when three writers start talking about the things that are not the main ones in life. Because the main things are hidden somewhere deep".

<https://news.tut.by/society/523699.html>

## Case. Belarusian women in politics

TUT.BY created an infographic dedicated to the International Women's Day and found out how many women are involved in politics in Belarus. For example, in 2015 Tatyana Korotkevich, representative of the "Tell the Truth" party, became the first woman candidate to run for presidency.

<https://news.tut.by/politics/487515.html>

## Case. Special project "Doctors"

In 2016 Belarusian portal TUT.BY launched a special project called "Doctors". To become a doctor, one has to go through huge competition while applying to a medical college, work as a hospital attendant, and then spend several years in first-job mandatory placement, often with a very low salary. Doubtful job satisfaction considering extreme responsibility and stress while there is always a human life at stake.

"Doctors" is a series of interviews with people working in one of the most important professions. Experienced specialists from various medical fields (transplantology, psychiatry, gastroenterology, cardiology, etc.) tell readers about symptoms, causes, methods of treatment and prevention of diseases. The project makes one think about their health and pay attention to the alarming symptoms on time.

[https://news.tut.by/tag/2433-doktora.html?utm\\_source=news-bottom-block&utm\\_medium=news-tags&utm\\_campaign=news-tags](https://news.tut.by/tag/2433-doktora.html?utm_source=news-bottom-block&utm_medium=news-tags&utm_campaign=news-tags)







## Case. Letters to Ded Moroz

Before New Year, TUT.BY team visited the psycho-neurological asylum No3 for the elderly and disabled in Novinki. Journalists helped the asylum's patients to write letters with small requests to Ded Moroz. Some letters were short, some were long, but, most importantly, all of them were sincere – 117 messages altogether. The most touching ones were published on TUT.BY.

Inna Vasilievna is 57 years old. She believes in magic, but most of all she wants her son and daughter-in-law to visit her on New Year's Eve. The woman likes to listen to music with her friends in evening, so she asked Ded Moroz to gift her portable radio. And also a bright lipstick, because she is a pretty woman.

After the letters were published on TUT.BY, journalists received huge response from people living in Australia, Switzerland, Poland, Russia and,

of course, Belarus. 1406 readers were touched by the story and responded to the letters. They sent about 20 parcels with gifts; about 4000 rubles were raised. The money was spent to equip a sensory room in the asylum, to buy a projector, an optical fiber cube and furniture, and paint the walls in the building.

Alla Usik, deputy director for medical services of Minsk psycho-neurological asylum No says:

— It was the first time we initiated such a campaign. Despite the fact that our patients are adults, they all are children in their souls. We really want them to believe that miracles can happen to any person at any age.

<https://news.tut.by/society/523511.html>





# 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

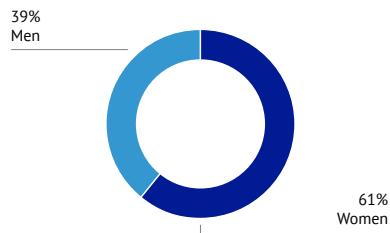
**Principle 6.** the elimination of discrimination in respect of employment and occupation.



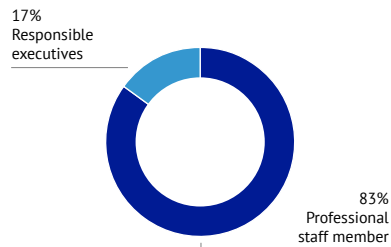
## Personnel management strategy

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.

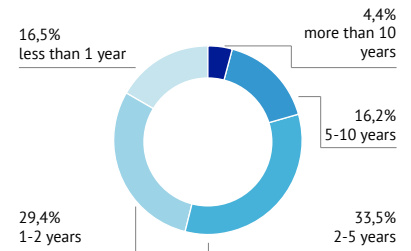
Gender composition



Responsible executives vs. professional staff



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 hires, 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. 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.



## 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.



## 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:

- there 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 paid by the company. Besides entertainment, we invest additional meaning associated with the corporate values in them. Employees organize everything by themselves, without involving external professionals. It helps to improve relationships, demonstrate creativity and get away from routine.

For example, at the New Year the staff participated in a talent contest: employees presented mini shows with videos, dances, songs, etc. The winners were awarded with a weekend trip.





## Labour Relations in TUT.BY

### Working conditions

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.

### Professional and personal growth

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, "BusinessInternet"), partner events.

### 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.

## 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.

## New lines of business

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

## 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.

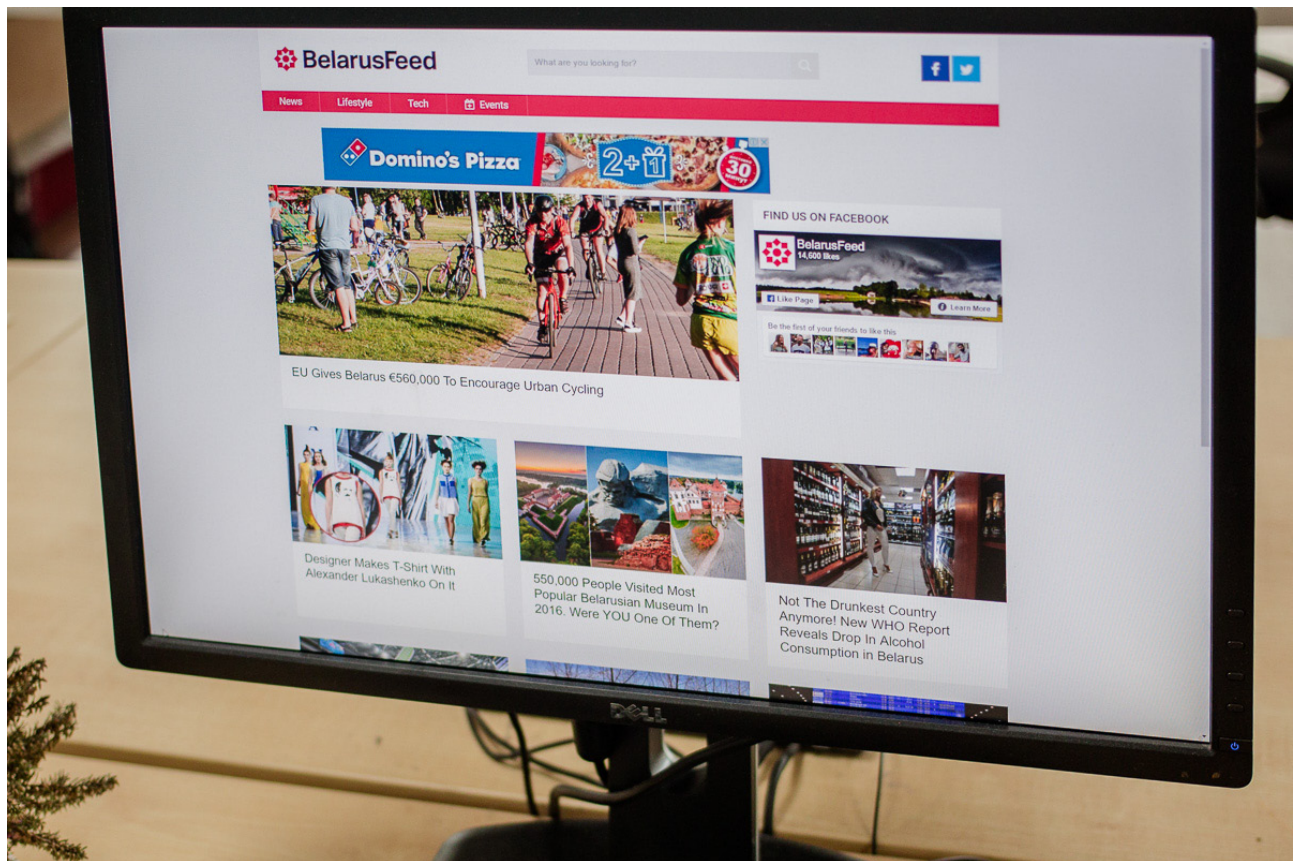
In 2016, 54 students received professional training in the company. In addition, 15 people regularly volunteer at the events organized by the company.



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.

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.



## Case. BelarusFeed

In August 2016 TUT.BY launched the website BelarusFeed – a non-commercial English-language project about Belarus for foreign audience.

The resource provides objective coverage of current affairs in various spheres of life in Belarus. The site also publishes entertainment content. Prior to that, the project existed in the format of a Facebook page for the English-speaking audience and was called BelarusInEnglish for two years. It appeared in 2014 before the Ice Hockey World Championship.

The page became rather popular and it was included in the list of resources recommended by the Ministry of Foreign Affairs of the Republic of Belarus to foreign embassies and consulates of Belarus as a reliable information source. Mr. Scott Rauland, the former US Charge d'Affaires in Belarus, Mr. Bruce Bucknell, the former Ambassador of Great Britain to Belarus, and Jean-Yves Bouchardy, representative of the Office of the United Nations High Commissioner for Refugees in Belarus, were among the subscribers of the page.

In August 2016 the page gathered 10,000 subscribers. This milestone led to the decision to make it an independent brand.

With the help of the project, we strive to convey two key ideas about our country to the audience:

- 1) Let the world know more about Belarus.
- 2) Minsk is the most European capital of the former USSR.

BelarusFeed's tagline is "More than news".

Nowadays over 70% of the audience of BelarusFeed are foreigners, 37% of them are residents of Western Europe, the USA and Canada. The geography of the resource includes more than 50 countries all over the world. The Facebook page continues to work and currently has 14,500 subscribers.

The target audience of the project are: tourists, business tourists, transit tourists; foreigners, who live in Belarus and don't speak Russian/don't speak Russian fluently; foreign social and political organizations; Belarusian expats and emigrants.



**Yuliana Korniyushko**  
BelarusFeed editor-in-chief

— We focus not only on the daily agenda, but also on inspirational human stories, useful tips for foreigners (visas, flights, new hotels), as well as entertainment posts like "15 amazing photos of Belarus in winter".

## Case. Business Internet

11th international conference "Business Internet" was organized by TUT.BY in November 2016. This is the largest event dedicated to the development of Internet business in Belarus. 66 speakers presented reports in the sections "Trends and Innovations", "Advertising and Marketing" and "Media" in 2016. The speakers represented such legendary and well-known companies as Wargaming, Viber, EPAM, Yandex, UBER, Google, Youtube, Cossa and others.



Yuri Zisser, chairman of the general board of TUT.BY MEDIA LLC (TUT.BY) and Nadezhnyye programmy LLC (hoster.by)

The conference was held under the motto "Innovations in action". The idea was traced in every detail – from the design of souvenirs to speakers' presentations and activation zones. Participants of the conference had an opportunity to try themselves out in a neural race, print the conference's logo on a 3D printer, transfer to other cities using GoogleCardboard or go skiing just by putting virtual reality glasses on. For the first time a public chat of the conference with useful information was launched in Viber.



Andrey Sebrant, director of marketing services in Yandex



**Dmitry Navosha**  
Sports.ru, speaker of the conference

— It was an interesting conference with useful content on the main technology trends. Many IT companies have launched excellent projects in Belarus in recent years. But what is more important is that the companies that are not related to the IT sphere turn to Internet and start using it for their purposes, too. I hope that Business Internet will add speed and quality to this process!

## Case. Dream Team

On February 23, 2016, a charity project "Dream Team" was launched in Minsk. It was helping orphans to find older friends and mentors. Grown-up men who were not indifferent to the fate of boys from orphanages were invited to take part in the project.

For two months 40 orphans aged 11-16 years were playing football twice a week. Training sessions took place under the guidance of the FC Dynamo-Minsk coaches. Anyone was welcome to come to the games, meet and make friends with the boys, share their experience and join the training. To join, volunteers needed only to choose a convenient date and fill in a form on the project's website. After the game, special time was allocated for communication between boys and adults.



Employees of TUT.BY and famous media people took part in trainings. The portal was actively publishing articles about mentoring.

"Dream Team" found support among Belarusian men. Every day several people were filling in the form to go and play football with the orphans or simply support them. Sport can do magic!

<https://news.tut.by/society/486844.html>

## Case. 2doc.by - a service of quick search of doctors

2doc.by is a simple service for finding a doctor and scheduling an appointment without calling the medical center. The project is mentored by TUT.BY. The purpose of the service is to simplify the process of the scheduling medical appointments and to make the work of doctors and clinics more transparent for consumers. The project helps to make an appointment with a doctor on the website and avoid waiting in queues and exhausting search.

The service works very simply. First, one selects the necessary medical specialist. To make the choice easier, doctors' profiles contains full information about their competencies, as well as feedback from patients. Next, a patient selects convenient time of appointment in the doctor's profile and inserts their personal data. The medical center where the specialist works will call back and confirm the appointment. 2doc.by is a free service.

[2doc.by](https://2doc.by)



## Case. TUT.BY's Kalyada tradition

The tradition of celebrating Kalyada with the folklore ensemble Guda and the school of traditional crafts has existed in TUT.BY for five years. Kalyada festival was the main winter holiday of ancient Belarusians. It symbolized the beginning of a new year and was associated with the winter solstice. People used to gather in big groups and walk from house to house wearing costumes, singing and dancing.

They received tasty treats for the performances. The participants of the festive procession, TUT.BY's employees and artists in folk costumes visit Minsk companies and offices with the Christmas star.



**Alena Gruk-Andreeva**

the author of the idea, the head of TUT.BY's video department

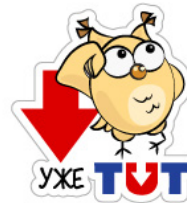
— On one of Saturdays after New Year, which was a workday, my colleagues and I decided to visit several Minsk offices to see if people were in good mood and celebrating holidays. We wanted to gift some holiday spirit to our colleagues and our readers. To make it special, we invited folk artists who gladly agreed to help us, and have been doing it for years. This simple fun causes a storm of emotions and arouses childhood memories. We sing Christmas songs and observe traditional rituals.

<https://news.tut.by/society/480564.html>

## Case. Owl Sava, the corporate hero of TUT.BY

TUT.BY became the first Belarusian media to release its branded sticker pack in the popular messenger Viber in June 2016. Editors of TUT.BY created the first Belarusian media public chat in 2014 and have been developing it since then. At present the public chat of TUT.BY is read by over 270,000 subscribers. The hosts of the chat noticed that stickers help to communicate with users in an informal way. So there appeared an idea to create branded stickers and a corporate hero that would be useful for TUT.BY's users. It took 3 months of teamwork between TUT.BY and Viber to create a sticker pack with 26 visuals: from the birth of the idea, brainstorming and first sketches to the launch of the pack in the stickers store.

The choice of the hero wasn't accidental. The owl has been a symbol of the international conference "Business Internet" for many years. The hero's name also has a certain meaning. The owl is known to symbolize wisdom. In translation from the ancient Aramaic the name Savva – "Sava", "Saba" – means "old man, wise man." We decided to use the name "Sava".



**Maria Vasilyeva**

PR manager of TUT.BY

— Our readers are really fond of our cheerful, curious, and friendly corporate hero. They and even the editorial staff often asked: "What's will happen to Sava next?". This obvious emotional link of the hero to the brand led to the idea of using the owl in the New Year's souvenirs of TUT.BY

<https://www.youtube.com/watch?v=dgtUBaTqPFO>



# 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.

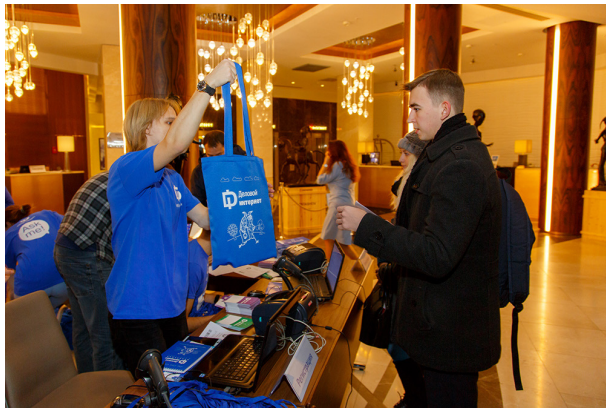
## Successful steps in going green

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. There are three recycling bins of "Belgips-ECO" for paper and cardboard collection in the office. In 2016 over 276 kg of paper was collected.

When organizing events, such as "Business Internet", we distribute eco-friendly stationery and promo products to our employees and guests. In particular, the guests of "Business Internet" conference received promo products in textile re-usable 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.

## 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.

## 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 flora and fauna of Belarus, cover the topics related to protection of the environment and educate people. Journalists of TUT.BY monitor the construction of the Belarusian nuclear power plant, providing residents of the country with complete information about it and the compliance of the plant with world safety standards.

In 2016 TUT.BY's journalists widely covered the topics of radiation and aftermath of the Chernobyl disaster. Thanks to the articles on this topic the portal educates residents of Belarus, explains the consequences of radiation pollution for the country, and also helps to assess the environmental safety importance.





## Case. Special project “People of Chernobyl”

The project was timed to the 30 anniversary of the accident at Chernobyl nuclear power plant. It is the biggest disaster in the history of nuclear energy that has entailed devastating consequences for Ukraine and the neighboring territories of Belarus.

Today the term “people of Chernobyl” refers not only to the residents of the city on the river Pripyat, but also to anyone who was affected by the explosion in 1986. The project gathered stories of people, whose lives were changed by the biggest technological disaster.

30 years after the explosion, TUT.BY journalists managed to re-create a full picture of the accident: the first signals of the explosion, emergency

response, resettlement of thousands of people from the contaminated areas and the life in the areas with high radiation level today.

A team of journalists, photographers and infographers worked on this project. Lots of people were interviewed: those who had left the contaminated lands and those who had stayed, officials, research workers and liquidators – in other words, everyone who was somehow affected by the accident. The project united all memories and opinions about that terrible tragedy.

<https://news.tut.by/tag/chernobylcy.html>





# Work ethics

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



## Principles of work ethics

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.

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 financial accounts

The audit of the company's financial operations is carried out every six months by "Baker Tilly Bel" LLC. Mandatory audit was carried out in 2016. TUT.BY was not involved in any corruption incidents within the reported period.

## 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.



Yury Zisser, the founder of TUT.BY, won the "Advocacy Leader 2016" award for many years of effective promotion of civilized and transparent methods of communication between business and power. The "Advocacy Leader" award of the Assembly of business circles is awarded to full-time and freelance workers, as well as to volunteers of business associations and public non-profit organizations.

## Start-up support

Since the founding, TUT.BY seeks to promote the formation of business community. The company's priority in this respect is the start-up movement. It corresponds to the spirit, mission, philosophy and values of the company. Startups help us develop, grow stronger and raise business to new level. For 17 years we have been participating in various associations and supporting high-profile events of the countrywide scale in order to bring up strong business community in Belarus.

## Case. Reality show "My business"

The social and educational project "My Business" is the annual prime time show on ONT channel (National TV, Belarus).



The 10 best business projects receive financial support, help and expertise of their ideas from influential and successful businessmen during the show. In 2016 the chairman of the board of directors of TUT.BY Alexander Chekan became the mentor of the second season of "My Business".

Last year more than 800 participants from all over Belarus submitted applications to participate in the second season of the social and educational project "My Business". Entrepreneurs aged from 18 to 67 years sent in presentations of their businesses.

The editors of the project and the team of mentors were happy to see a large number of social and educational business ideas, new solutions in the sphere of food production, building materials, furniture, as well as innovations in IT and design.

Each of the participants received financial and information support from the mentors of the show "My Business". TV viewers voted for the winner of the project.

Alexander Chekan chose to mentor two entrepreneurs: Marat Minskiy with online project for ordering services Rango.by and Yuriy Sigay with the viral advertising agency DJO.BY. PR manager Maria Vasilyeva, business development manager Irina Doubovik, project manager of AUTO.TUT.BY Alexander Demidovich, head of the project "Pro Business" Vitaly Volanyuk helped Alexander to work with the chosen start-ups. The support of experts was free.

Yuriy Sigay's project "DJO.BY" was named among the five finalists. TUT.BY's journalists covered all stages of the reality show "My Business" and followed the success of the participants after the show's end.



**"Mentor of the year 2016" award.** Alexander Chekan received the "Mentor of the year 2016" award during the Global Entrepreneurship Week in Belarus. When evaluating the candidates, the jury considered the results of online voting, that was taking place a few months before the award, as well as each candidate's contribution to the development of start-up movement in Belarus.



**Alexander Chekan**

the chairman of the board of directors of TUT.BY

—Globally, I wanted to raise the image of an entrepreneur to a higher level. It deserves to be spoken about, supported with success examples. The project "My business" on the ONT channel is very important because it helps persuade Belarusians that entrepreneurship is a good thing. People are shown that it is something that can and should be done because entrepreneurship creates new jobs, provides income, and hence, the future of our children and our country.



**Mironika Mart**

director of the second season

— I really enjoyed working with TUT.BY's team. They are real professionals in their field. They dedicated much time and effort to working with project's participants, trying to find approach to everyone and explain the essence of business processes in simple words. It is seen that people get real pleasure from what they do.



**Maria Vasilyeva**

PR Manager of TUT.BY

— We did a very important job together with the TV channel, mentors, assistants and heroes – the idea of their own business is in the heads of many people now! The viewers saw it's not rocket science and everyone has a chance. Another important goal that we have achieved was that we demonstrated the extensive business expertise of our employees and the world-class capabilities of our group of companies.



**Yuri Sigay**

participant of the project

— TUT.BY has achieved a lot during its existence. Alexander has a lot of experience in promoting start-ups and I'm very glad I was a part of his team. His advice was useful and practical. All work was carried out in a start-up mode, which is a very good experience for a young entrepreneur. After participating in the project, I once again realized that business should be systemic in actions and approach. I am sure that all the advice I received during the project will help me to put my ideas in practice in future.



## Contacts

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