

Social Diplomacy

Nornickel supports the Social Diplomacy educational project by FAEA of Russia and MGIMO University, which promotes the institutional development of the indigenous small-numbered peoples of the North, enhancing their legal literacy, social skills, and effect from participating in decision making on matters related to their rights and legitimate interests.

The Company helps authorised representatives of indigenous peoples from its regions of operation to contribute to the work of national and international bodies dealing with the rights of indigenous peoples.

Agreement with FAEA of Russia

In 2024, Nornickel and the Federal Agency for Ethnic Affairs (FAEA) signed an agreement to continue supporting indigenous minorities. This agreement supplements the document signed in 2023. This step reflects the evolving international and corporate standards on indigenous rights and corporate social responsibility, alongside growing public attention to the topic.

The agreement provides funding for a range of educational, cultural, and scientific projects, benefitting not only indigenous communities in the Company's regions of operation but also broader indigenous communities across Russia.

Key results of the Programme for Promoting Social and Economic Development of the Taimyrsky Dolgano-Nenetsky Municipal District in 2020–2024

33 houses

commissioned in the Volochanka and Ust-Avam settlements

73 indigenous students

are studying at Fedorovsky Polar State University under the Company's Taimyr Students targeted scholarship programme

3 rural health posts

built in the Ust-Port, Ust-Avam, and Volochanka settlements

21 flats in Dudinka

purchased for orphaned indigenous children (all flats are equipped with household appliances)

46 social-impact initiatives

supported under the World of Taimyr grant programme between 2020 and 2023 for a total of RUB 99 million. The competition is being held for the third time in 2025

Support for traditional trades

- A facility was established for storing and comprehensively processing products from traditional economic activities (meat, fish, and poultry)
- The reindeer carrying capacity of Avam tundra pastures (15 thousand sq km) was assessed; negotiations with tribal communities are underway to revive family-based reindeer herding
- The Pyasina River tributaries were studied to establish fishing quotas for tribal communities
- The potential was assessed for developing aquaculture in Taimyr to farm valuable fish species (the Yenisei and Khatanga Rivers)
- Agricultural produce from tribal communities (reindeer meat and northern fish species) was collected from Taimyr settlements and fishing grounds

Educational, cultural, and sports projects

- A number of events were held to preserve and promote indigenous cultures, including the Indigenous Nomad Camp festival, a youth forum, a folklore festival, the Voice of the North literary competition, the International Day of the World's Indigenous Peoples, and master classes in choreography and decorative arts
- Language nests were established in primary schools and kindergartens to support the learning of native languages – Nganasan and Dolgan
- A visitor centre was opened in the Ust-Avam settlement, featuring a main building, a residential module, a sauna, and two chums
- Positive expert reviews were received for the design and cost-estimate documentation related to the construction projects for rural community centres in the Nosok, Volochanka, and Kheta settlements
- Sports important to the Taimyr region – curling and the Northern polyathlon – continued to be developed
- Online education was introduced in 11 rural schools

Improving the well-being of local communities

TNFD Gc

GRI 14.8.9

Nornickel's contribution to the Self-Fulfilment of Each Person, Unlocking Their Talents, and Educating a Patriotic and Socially Responsible Person national goal

Targets and objectives:

- Create conditions for bringing up harmoniously developed, patriotic, and socially responsible people on the basis of the traditional spiritual and moral as well as historical and cultural values of Russia by 2030
- Increase the proportion of young people participating in projects and programmes aimed at professional and personal development as well as patriotic education to at least 75% by 2030
- Increase the proportion of young people engaged in volunteer and community activities to at least 45% by 2030

Nornickel's performance highlights and plans

- Development and implementation of cultural, scientific, educational, and social-impact projects and initiatives under the World of New Opportunities programme (more than 21 thousand participants in 2024) and as the Company's stand-alone charitable efforts (RUB 14 billion – total funding directed to charitable projects in 2024)
- Social and environmental initiatives as part of the Plant of Goodness corporate volunteering programme (about 4 thousand participants, 410 completed campaigns in 2024)
- Engagement of young people in the Company's business activities and development of their potential ([Nornickel's youth ecosystem](#))



Nornickel's contribution to the Comfortable and Safe Living Environment national goal

Targets and objectives:

- a) Improve the quality of life in key communities by 30% by 2030 and 60% by 2036

Nornickel's performance highlights and plans

- Annual improvement in the [Urban Environment Quality Index of the Russian Ministry of Construction, Housing, and Utilities](#) (across Norilsk, Monchegorsk, Zapolyarny, Murmansk, and Chita). Continued implementation of social projects across the Company's host regions will further improve the figures in the long term

Monchegorsk
220
points

Norilsk
225
points

Zapolyarny
222
points

Murmansk
212
points

Chita
198
points

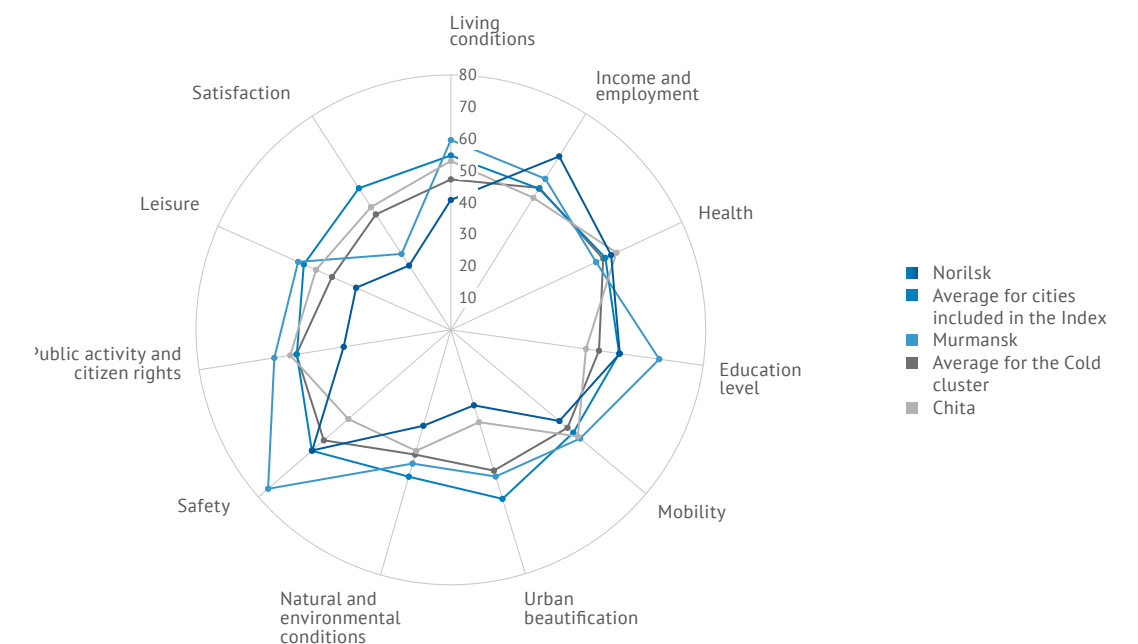
Nornickel is committed not only to fully delivering on its business production targets but also to contributing to the social development of local communities, since improved quality of urban life is one of the most important levers for addressing HR challenges and building an image of a socially responsible brand as well as a significant factor influencing a range of decisions made by local residents and potential employees. For many years, Nornickel has prioritised creating opportunities for the residents of Norilsk, Monchegorsk, and

other host cities, including fostering a culture of giving and volunteering, building up young talent development practices, establishing conditions for successful entrepreneurship, and implementing initiatives of non-profit organisations and citizens to improve the quality of life and address the most pressing social issues. All these efforts are reflected in the results of independent national comprehensive assessments of the quality of the urban environment and life in regions.



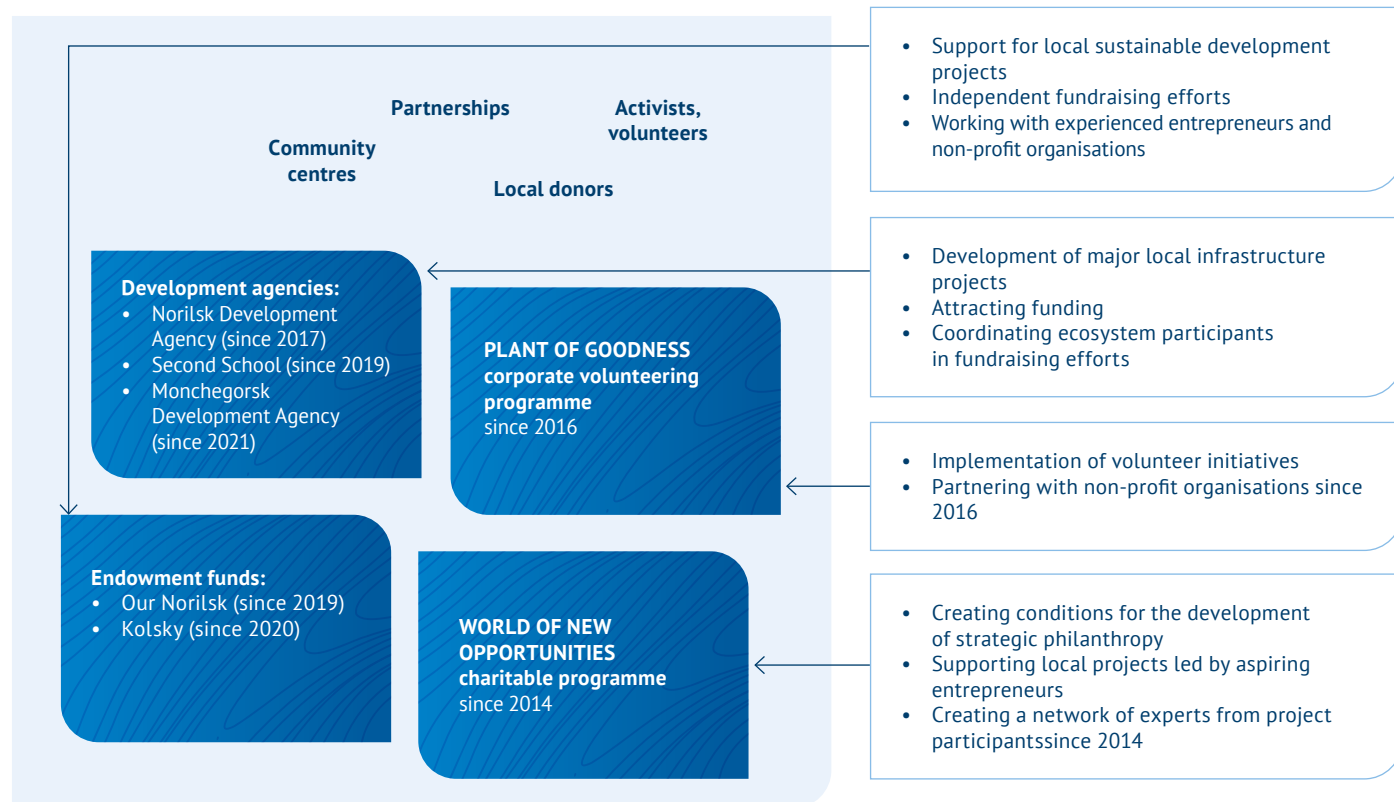
The [Urban Environment Quality Index of the Russian Ministry of Construction, Housing, and Utilities](#) is a tool for assessing the quality of the physical urban environment and the conditions for its development. The Index is assessed across 36 parameters, with an average score of 200 points for 2023 (out of a maximum of 360).

In 2023, the [City Life Index](#) developed by VEB.RF and its partners featured 218 Russian cities, including Norilsk, Chita, and Murmansk, with assessments covering 11 focus areas and calculations made for more than 300 indicators.



To improve the quality of life and urban environment in its host regions, Nornickel is building an ecosystem that brings together non-profit foundations, endowment funds, and other organisations committed to local development.

Social development ecosystem in Nornickel's host regions



The World of New Opportunities

GRI 203-1, 203-2

GRI 14.9.3

Run for more than 10 years now, this charitable programme is focused on supporting local community-led initiatives, fostering social partnerships, and rolling out innovative social technologies. Activities under the programme are delivered in a range of formats, thus reaching a wider range of people interested in these initiatives¹.

>21 thousand

people residing in the Company's regions of operation took part in the World of New Opportunities programme in 2024

3 dimensions

of the World of New Opportunities programme: DEVELOP!, INVENT!, ACT!

3 key target regions:

the Krasnoyarsk Territory (Norilsk and the Taimyrsky Dolgano-Nenetsky District), the Murmansk Region (Monchegorsk and the Pechengsky District), and the Trans-Baikal Territory (Chita and the Gazimuro-Zavodsky District)

RUB 388 mln

total funding allocated in 2024

¹ For more details on the programme's focus areas and activities, please see the [official website of the programme](#), the [Company website](#), and a [dedicated article](#).



DEVELOP!

(support for community initiatives and local development through partnerships and systematic work)

Peremena: Change Starts with You educational project

Goal: bring together all stakeholders in the educational process – children (Peremena.Teen), parents (Peremena.Team), and teachers (Peremena.Edu).

For the 2024 Peremena.Urban Summer Academy, the programme followed a three-stage structure: research, design, and trial. Participants attended guided tours and master classes and presented their ideas. A distinctive feature of the 2024 Summer Academy was the involvement of mentors – experienced students who had repeatedly participated in the project. Some ideas that emerged from the Summer Academy were submitted to the Socially Responsible Initiatives Competition and received support.

“

I was truly impressed by my conversations with the participants – these young people are incredibly intelligent, warm-hearted, and deeply engaged with the issues that matter to them. Their proposals were well thought out. The participants not only identify problems but also propose practical solutions.

Vitaly Drozdov,
Chairman of the Committee for Natural Resources and the Environment, Legislative Assembly, Krasnoyarsk Territory

We Are the City! social technologies forum

Goal: discuss the regional development agenda and collect practices in urban transformation driven by organisations and active citizens.

>400 participants in 2024
9 forums held since 2014

The forum's agenda is selected each year based on citizen surveys, with discussions grounded in local experience and pressing challenges. At the 2024 event, key topics included youth development opportunities in Norilsk, the use of digital technologies by non-profit organisations, a "test drive" of start-up ideas, and a workshop on Community Architecture.



Travel grant competition

Goal: support the organisational development of non-profit organisations to improve the quality of the social services they provide.

29 applications submitted in 2024 (40 people)
24 applications supported in 2024 for a total of RUB 3 mln

In 2024, the travel grant competition winners took part in the ICRED'2024 international conference, a bone carving competition, and an educational internship at Tomsk State University, where they exchanged experience with the university's research and development community.



We Are the City! picnic

Goal: foster community interaction in cities, promote healthy lifestyles, and showcase social initiatives in responsible consumption and environmental protection.

>5 thousand participants in 2024
2 cities participated in the picnic (Monchegorsk and Chita)

The 2024 programme featured the Bystrinsky Marathon charity run, with proceeds donated to a foundation supporting children with serious illnesses. The event also included public discussions, workshops, active games, sports, and interactive activities.



The Socially Responsible Initiatives Competition

Goal: support community initiatives and foster sustainable development across the Company's footprint.

112 initiatives supported in 2023 (to be implemented in 2024 –2025)
RUB 155 mln Grant funding allocated in 2023

The 2023 winning initiatives covered a wide range of focus areas, including the launch of an animation school for school students, social integration of children with special needs, preservation of the spoken language and cultural traditions of the Sámi people, creation of urban green spaces, establishment of a digital skills centre, and promotion of youth skateboarding, snowboarding, and snowscoting.

The Hard-Earned Lessons project

The project was launched in spring 2024. During the year, entrepreneurs from Monchegorsk and the Pechengsky District hosted workshops, seminars, and master classes to share their experience and discuss how to avoid some of the common business pitfalls. The project will continue with the Windmills initiative, with new project workshops focused on overcoming fears and self-imposed barriers in entrepreneurship. The project team are multiple winners of the competition, traditionally working with entrepreneurs and striving to offer new learning opportunities each year.



The World of Taimyr project competition

Goal: support social-impact initiatives by non-profit organisations, tribal communities, and public and municipal institutions on the Taimyr Peninsula.

18 winning projects in 2023
RUB 53 mln Grant funding allocated in 2023

At the end of 2024, the results of the 2023 winning projects were announced: most notably, in the village of Potapovo, the Geodesic Dome public space was created – a unique ethnic, sports, and educational site; and in Khantayskoye Ozero, a permanent family-run school of fishermen was established. The third round of the competition was launched in 2025.



INVENT!

(fostering R&D creativity and the spirit of invention)

IMAKE League and IMAKE engineering marathon

>3.5

thousand

school students
from the Company's
regions of operation
participated in IMAKE
events in 2024

>20

medals

won by IMAKE projects
in total at international
competitions to date

>100

prototypes

and models created
by IMAKE participants and
their mentors

In 2024, marathon participants presented their scientific and engineering inventions at various meetings, online events, exhibitions, and competitions (IEYI 2024, PowerTech 2024), and attended traditional training camps held in Moscow and Vladivostok. The project was expanded with new formats in 2024: a school for IMAKE mentors, preparatory training for League members and all interested school students ahead of submitting project applications to IMAKE PRO social project competitions, and invention competitions for young design engineers.



Arctic Wave festival of R&D discoveries and inventions

>2

thousand
visitors

attended the festival
over the two days
of the event in each
of the host cities
(Monchegorsk and
Norilsk)

Goal: spark interest in science and engineering among young people and support school students in developing creative engineering ideas and innovative thinking.

In 2024, for the first time since the festival was launched in 2015, all formats were integrated into the concept of the City of Engineering Solutions – a space where exploration, invention, and improvement are constantly taking place. Festival activities included demonstrations of VR technologies, an exhibition of metal art and mini-sculptures Welding: The Poetry of Metal, drone racing, meetings with Norinickel employees, and city tours in the immersive performance format.

For the first time, the final of the IMAKE invention competition was included in the Arctic Wave programme, with projects publicly defended in front of local residents and the media.

Another new festival format introduced in 2024 was the engineering career guidance contest, where participants constructed, sawed, drilled, soldered, and glued together a large chain illustrating Norinickel's production process. IMAKE League members, students, and participants of the In Good Company career programme were grouped into mixed teams to exchange skills and generate a synergy of experience, creativity, and innovation.

“

Arctic Wave is an opportunity to grasp the ungraspable and move from theory given at lectures to hands-on practice at interactive and scientific venues.

Visitors of the festival in Norilsk

ACT!

(growing the service economy, improving the business climate, and creating opportunities for SME development)

Business Projects Accelerator

Goal: support start-ups and existing business projects through training, mentoring, and expert assistance.

Refinancing programme

Amid high borrowing costs and inflationary pressure in 2024, a refinancing programme was launched in Norilsk for loans issued by the Company to SMEs between 2020 and 2023.

In addition, the Company continued to provide interest-free loans in 2024 for the expansion of existing businesses and the launch of new projects. This financial support was available to entrepreneurs who had previously received Company loans and demonstrated strong repayment discipline (with no overdue payments), including those with outstanding Norinickel loans.

Nine entrepreneurs took advantage of this support measure, receiving a total of RUB 29.1 million in interest-free loans.

For the 2024 programme for entrepreneurs in the Murmansk Region, 108 applications were submitted, with 54 entrepreneurs included in the programme, 18 reaching the investor session, and nine receiving financing from Norinickel to a combined total of RUB 7.5 million. Three projects were also supported by the Second School centre for community initiatives in the Pechengsky District for a total of RUB 15.9 million

Participants of the accelerator programme openly share their experience: for their stories about launching and developing their Norinickel-sponsored projects, please see the [dedicated webpage](#).

In Good Company youth programme: Business track

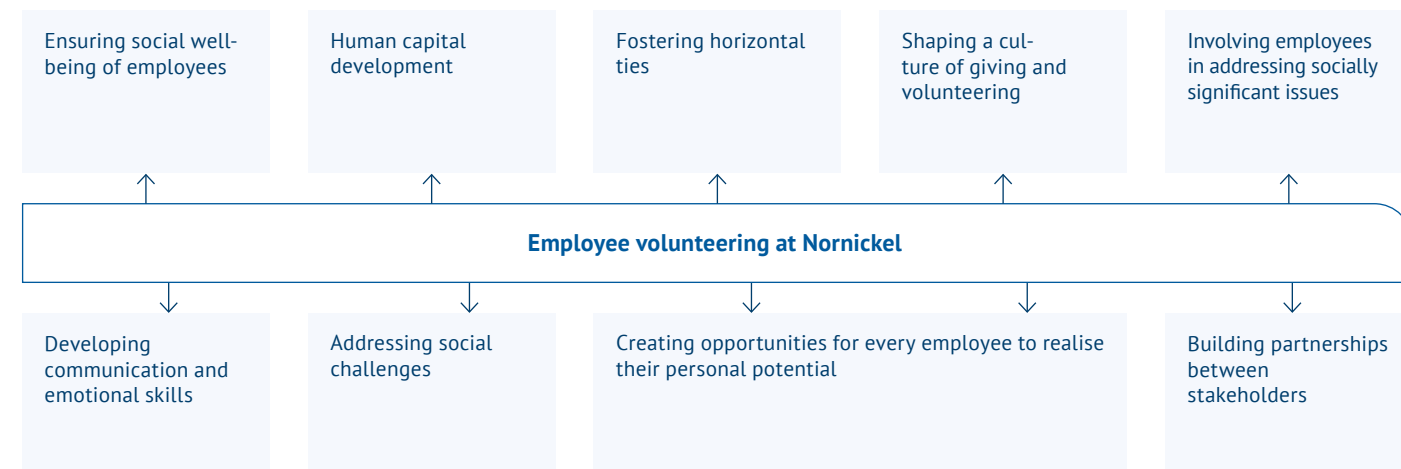
In 2024, the Company launched a programme to spark interest and foster a positive attitude towards entrepreneurship among young employees, develop their leadership and business skills, and create conditions for internal entrepreneurship.

The programme consists of seven educational modules (theory, training, and group-based practice, totalling 144 academic hours).

By the end of 2024, the programme had 460 registered applicants, 1.1 thousand views for the kick-off webinar, and 176 offline participants from Norilsk, Chita, and Monchegorsk.



Plant of Goodness corporate volunteering programme



For 10 years now, the Plant of Goodness programme has united committed Norinickel employees who care about the future of their home communities and work together on impactful social and environmental initiatives supporting regional sustainable development.

Employees actively involved in volunteering at Norinickel often go on to initiate their own projects. The skills they acquire through this experience help them both in everyday life and in developing soft skills and career pathways.

~4 thousand

Company employees, members of non-profit organisations, and active citizens participate in the programme's activities each year

>410 volunteer

events held in 2024 (development programmes, environmental drives, eco-camps, a charity fair, and a personal donation programme)

>40 partners

involved in the programme delivery

RUB 156 mln

allocated for the Plant of Goodness activities in 2024

The Green Trail team

A full interview with Anna Yevstremskaya, head of a project on the history of Gazimursky Zavod, is available on the [Company website](#).

The Green Trail team of 12 volunteers has launched a project to create a hiking trail in Gazimursky Zavod. The route will include five stops with information boards featuring short descriptions of each location, its history, and key events, with further details available on the [project website](#).

Since 2024, the team has also participated in the Icebreaker educational programme, supporting the Family rehabilitation centre. In 2025, the Green Trail team plans to help the centre set up a sewing workshop – a winning project of the Socially Responsible Initiatives Competition under the World of New Opportunities programme.

Plant of Goodness initiatives in 2024

Icebreaker educational programme

10 events

held in 2024 in the Company's host cities

The programme is focused on developing leadership and communication skills among Company employees to prepare them for addressing social issues and integrate leaders of the Plant of Goodness volunteer movement into life of the regions where the Company operates.

In the 2024 season, emphasis was placed on the creative side of projects, delivering on existing volunteer initiatives, and generating new stories capable of driving practical value. For example, in Monchegorsk, the programme culminated in the Kaleidoscope of Goodness festival – a large-scale event for local residents and visitors. The event programme featured a wide range of sports, entertainment, and environmental activities, all centred around the theme of conscious consumption.



Let's Do It environmental drive

988 volunteer

teams formed since project launch (2024: 206 teams)

>1.3 thousand

environmental projects completed since launch

9.7 thousand

employees have participated in the drive to date (2024: 1.8 thousand)

4 project stages

(communication, projects, nature reserves, and partnerships)

Since 2016, the project has significantly expanded in scope, evolving from clean-ups, landscaping, and urban beautification in the participating cities to full-scale environmental education campaigns.

In 2024, to raise public awareness about environmental issues and conservation, the drive introduced projects at the intersection of ecology and art. One such project was the installation of a grand sculpture of a European bison, developed by Moscow-based volunteers and placed at the Bison Breeding Centre in the Prioksko-Terrasny Nature Biosphere Reserve.

The programme also continued to expand its gamified learning formats, offering a universal tool for environmental education accessible to all.

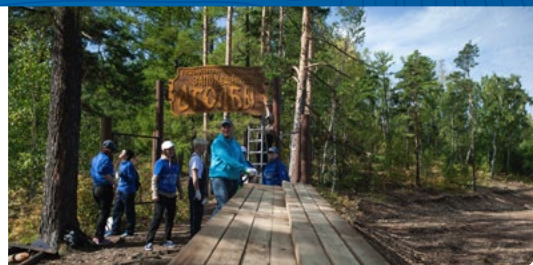


Your Habitat regional eco-camps

>200
volunteers

from the Murmansk Region, Norilsk, Chita, Saratov, and Moscow visited eco-camps in 2024

The eco-camps are aimed at building partnerships, increasing motivation, providing immersion in corporate and environmental values, sharing experience, and supporting conservation efforts in protected natural areas such as national parks and nature reserves.



Locations of selected volunteering projects



Daursky Nature Reserve (Trans-Baikal Territory)

Installation of wildlife support structures for Altai argali (mountain wild sheep)



Darovoye estate (Moscow Region)

Planting fruit trees to restore historical gardens



Talnakh, near Oktyabrsky Mine (Krasnoyarsk Territory)

Large-scale clean-up, including the installation of benches and information signs



Ugra National Park (Kaluga Region)

Renovation of recreation areas, clearing forest areas of deadwood and litter

Volunteers in the City charity fair

RUB

>1.3 mln

raised through the 2024 auction

2 participation

formats (in-person and online)

For five years, Plant of Goodness volunteers have been organising an annual New Year's Eve charity fair, making handmade toys, souvenirs, and treats. Every visitor who buys an item contributes to the shared "piggy bank of goodness".

The fair features handmade items and is held in a hybrid format, online at [волонтерыивсити.ру](https://volonteryivciti.ru) offering lots at fixed prices, and offline in the Company's host cities.

x2 Nornickel

traditionally doubled the amount of charity auction proceeds and donated the total to support children with special needs and other individuals in need



Partner projects

Siberian Perspective sustainability summit

Held for the fourth time in 2024, the expert summit focused on shaping and discussing strategic plans and identifying areas of synergy in environmental volunteering and partner activities. In the reporting year, the key theme was the ecology of Siberian cities. More than 230 participants took part in expert sessions and TED-style talks on creating greener living environments. Employee volunteer teams traditionally supported area improvement works in the Krasnoyarsk Pillars National Park and the Bobrov Log Fun Park.



The summit was a finalist of the People Are Key: Companies Investing in the Future, the 17th all-Russian competition of corporate projects, and was awarded a special mention in the international category of ERP HONOURS 2024.

Nornickel was assigned an A+ in the Corporate Philanthropy Leaders 2024 rating by the Donors Forum.

Regional development agencies

“

For us, city dwellers, what matters is not only urban infrastructure and appearance but also the community we live in and the norms that shape our behaviour. New life scenarios and creative economy careers are emerging, while the education and hospitality sectors are developing systematically – all of which align with the values of the new generation: positive emotions, connection, and life diversity. These profound changes are made possible in part thanks to the development institutions initiated and established by the Company. We are fortunate to have this opportunity to develop our cities together with Nornickel.

Maxim Mironov,

Director of the Norilsk Development Agency

Established with Nornickel's support, development agencies offer educational, informational, advisory, marketing, and other forms of assistance to local residents; they also contribute to infrastructure development, the creation of business activity centres, and act as a liaison between government authorities and local communities. Based on a survey of 8 thousand residents across seven cities, they identified priority focus areas for sustainable regional development.



Performance highlights of development institutions in 2024

	Norilsk Development Agency	Monchegorsk Development Agency	Second School centre for community initiatives in the Pechengsky District
Business and investment	Supporting investment projects, including tenant companies in the Arctic zone A series of trainings for entrepreneurs (ABC of an Entrepreneur, No-Conflict Tuesday, and others) Norilsk business fest	Agency academy of grants Business House online show	Business Residence Business Goes to School
Development and urban environment	Presentation of Residents Change the City initiatives Tower public and culture space A polar night festival	Update of the city master plan Consumer demand survey of Monchegorsk residents	—
Tourism	The Norilsk Trail cross-country run X-WATERS Yenisei 2024 Seminar on mandatory certification of guides to the state standard	City tours in Monchegorsk Cooperation agreement between the Agency and the Tyumen Region Guide school Imandra projects RuTrail	Gastro Industry Fest 2024 Industrial tourism development programme in the Pechengsky Municipal District Tourism to School educational field trips
Social and cultural projects	Gastro Forum 2024 Lake of Winter Impressions, a festival of winter outdoor activities Summer handmade fair Exhibition and an art master class by contemporary artist Mikhail Rubankov Animation educational course New Names music competition Singing workshop	Rebooting the Arctic Creative Cluster Lakes Around Us, a festival of short videos About You women's forum Live in the North, Work in Monchegorsk forum GARAGITIZENS 2024 festival	Nikel – Polar Night 2024 winter art residency Woman of the North: Path to Your True Self forum Arts workshops (painting, ceramics, etc.)

Endowment funds

Our Norilsk

RUB

94 mln

allocated to support non-profit organisations in 2021–2024

RUB

3.45 bn

Endowment as at 30 June 2024

16 non-profit organisations

received support in 2021–2024

The Our Norilsk endowment fund was established to support social development in Norilsk and the Taimyrsky Dolgano-Nenetsky Municipal District. The fund serves as a unique long-term support mechanism and an additional source of funding for positive social initiatives and social-impact projects run by non-profit organisations. By enabling resource pooling, fostering collaboration, and facilitating

effective communication among participants, the fund seeks to bring together those who feel personally connected to Norilsk and Taimyr and are committed to their social development.

The list of projects supported by the fund includes the From PolArt to AMMA project to develop an institute of contemporary art, equipping the Victoria rehabilitation centre for children, setting up an emotional burnout prevention centre, launching a theatre studio, creating and equipping a space for mothers and children, and other initiatives; for more details, please see the [fund website](#).

Donations

Large businesses, entrepreneurs, and citizens – all those who care about their city and wish to contribute to its growth – donate to the endowment to support social development

Endowment fund

The fund accumulates donations and transfers them to a management company under a trust management arrangement

Management company

Donations forming the fund's capital are held in a dedicated account managed by experienced investors and finance professionals

Non-profits

The endowment fund allocates income from its capital to social causes, creating new development opportunities for many years to come

Kolsky

RUB

1.8 bn

Endowment as at 2024

The Kolsky endowment fund operates in the Murmansk Region as a regional endowment that invests in non-profit organisations and social-impact initiatives aimed at creating new opportunities for self-development, living, and working in Monchegorsk, Zapolyarny, and Nikel.

The Kolsky endowment fund supports non-profit projects across three areas: creative industries, human capital, and digital environment. The fund was established for an indefinite term to use and

allocate income from the placement of its capital to support non-profit organisations, including non-governmental organisations and public and municipal budgetary institutions (excluding state corporations, political parties, and social movements), active in the Murmansk Region in the areas of education, science, healthcare, culture, physical culture and sports (excluding professional sports), arts, social assistance (support), and environmental protection. For more details, please see the [fund's report](#).



Valla Tunturi and Zatundra tourism investment projects

RUB 0.9 bn
OPEX for tourism investment projects in 2024

RUB 2.1 bn
CAPEX for tourism investment projects in 2024

These Nornickel-sponsored tourism projects aim to drive the social and economic development of the Taimyr and Kola Peninsulas, promote historical and industrial tourism, and create new jobs.

Valla Tunturi tourist and recreation centre (Rybachy and Sredny Peninsulas)

The list of project works in 2024 included continued registration of land plots required for implementation, construction of new accommodation units, building service driveways, and conducting FEED for the Whale Coast Arctic hotel facilities and associated infrastructure. In 2024, the Arctic hotel expanded to 32 rooms¹, with necessary utilities commissioned and expanded. In 2024, Whale Coast was recognised as the best glamping site in Russia.

Zatundra nature tourism centre (around the Putorana Plateau)

Near the borders of the Putoransky Nature Reserve, the Company is building the Zatundra tourist facility, in line with environmental laws and the principles of respect for the environment. The project includes renovation of the historic house at Lake Lama, built in 1941 for the recreation of children of Norilsk Plant employees. Another project facility, the four-star Neralakh park hotel, is currently under construction. In 2024, Zatundra welcomed more than 350 guests.

Nornickel's contribution to the Tourism and Hospitality national project and the Stable and Dynamic Economy national goal

Targets and objectives under the national goal:

- o) Increase the share of the tourism industry in gross domestic product to 5% by 2030



Relevant UN SDGs



Related federal projects

Creation of Hotel Capacities, Infrastructure, and Points of Attraction

National Tourist Attractiveness

Nornickel's key initiatives and focus areas

Implementation of the Valla Tunturi and Zatundra tourism investment projects (total spending in 2024: RUB 3.0 billion)

Projects of the Norilsk Development Agency, the Monchegorsk Development Agency, and the Second School centre to promote tourism and recreation initiatives

Reimbursement of holiday travel expenses for a round trip and baggage fees for employees and their families living in the Far North and equivalent regions

[For more details, please see the Social Support for Employees and Their Families section](#)

Shine public art festival

In 2024, the Pechengsky Municipal District hosted the Shine public art festival, supported by Nornickel. The festival showcased diverse forms of public art, including street art, vocal and musical performances, and dance. Master classes on recycling and reusing pre-collected plastic were also held for all interested participants. During the festival, more than 3 thousand local residents attended creative laboratories, master classes, and workshops, with the most active participants receiving prizes.

Add Colours to Your Town project

For 11 years, Nornickel has been holding its annual [Add Colours to Your Town](#) art contest for children and young people living in Norilsk and Monchegorsk. The idea of the event is to foster open dialogue between local authorities and residents, build a positive image of Nornickel, increase loyalty to the Company and its visibility, and support the improvement and beautification of local communities in partnership with residents. For example, in 2024, a unique mural was painted in an aboveground pedestrian crossing at Copper Plant.

¹ The projected capacity across all accommodation facilities is 633 keys, with the expected tourist flow starting from 131 thousand guests per year.