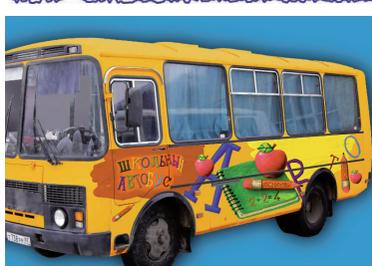


Лучший Город
www.best-city.ru



Фестиваль
Уроки Танцев
social dance в Москве



Агентство
Социального
Маркетинга

PROJECTS 2009-2012



project «MULTYASHKINO»

Grand Festival «Multyashkino»

«New year on Multyashkino planet»
(New-Year festivities with the participation of Paralympians)

Celebration of «Weekend in Multyashkino»

Topic:

Process of rebuilding of a compassionate society in Russia has been started not long ago. Up until today we remain separated from each other: general population and people limited abilities, orphans and those who could take them into their families, parents and children, parents and teachers. We all have a need in joint activities, exchange of information and establishing the long lasting ties. Project “Multyashkino” is all encompassing, long-term project, within which the interested parties meet, exchange information, and collaborate. The project is designed to increase the prestige of the jobs of teachers and social workers, forge new plans of collaboration and partnership and strengthen the ties between the state, successful businessmen, members of public and those who have a need in support and care.

Participants:

- Children without parent care;
- Children with disabilities;
- Families;
- Social workers, coaches, physical education teachers, artists;
- Managers and personnel of companies and enterprises;
- Representatives from political and social organizations;
- Representatives from the different levels of government;
- Mass Media.

Goals of the Project:

- Participation in building a compassionate society tolerant to people with disabilities;
- Attracting of attention of the socially established part of society to the problems of socially disadvantaged youth;
- Popularisation of integration and inclusion practices in sports and education.



Short Description of the Project:

Festival program includes two days (Orphanage day and Family day). The daily programs are identical. During the Orphanage day children work with special group of adults: teachers, coaches and volunteers from different firms and enterprises, specialised in children aid. Festival grounds become home to many activities for both children and adults, such as watching the best Russian cartoons on the large screen, art workshops, sports competitions, etc. Children and their parents participate in all activities together and receive an unforgettable experience of collaboration. During the Orphanage day Multyashkino becomes a host for some 5,000 children who are attended to by over 1500 caring adults. During the family day, Multyashkino is open for up to 10,000 parents and children.



Project geography:

2007-2008 Moscow, Voronezh

2009 any city of Russian Federation, which has adequate municipal and sponsor support

Project budget:

Moscow: 20 million RBL

Other cities: starting from 4 million RBL



«NEW YEAR ON MULTYASHKINO PLANET» (New Year celebrations with the participation of Paralympians)

Short Description of the Project:

“New Year on Multyashkino Planet” is a traditional Russian New Year Celebration, which contains a show, competitions, and tournaments with the participation of little spectators, prizes and presents from Father Frost. The unusual elements of the show are colourful and spectacular acrobatic tricks performed by the athletes with limited physical abilities. Glittering costumes, lights, music and extraordinary abilities of the Paralympians are very important for both children and adult spectators. Orphans, children from socially disadvantaged families and regular children they all receive an unforgettable experience, which is paramount for building of the compassionate society where humanitarian values take the first priority.

Number of participants:

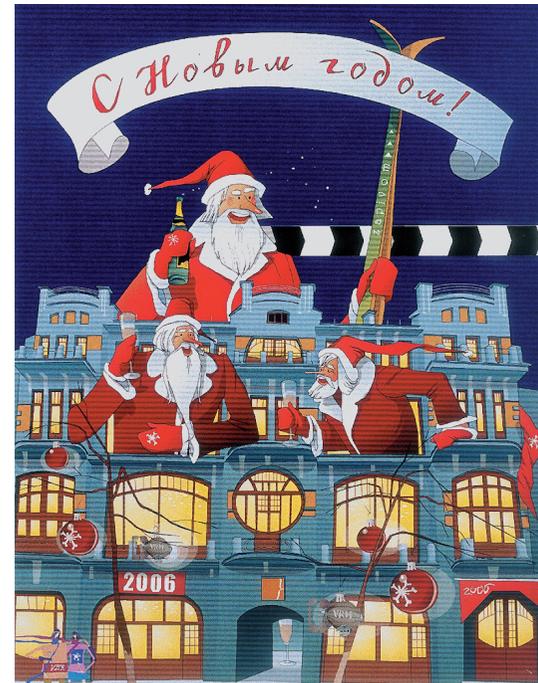
up to 45 000 children and parents

Project geography:

2009-2010 (December – January) Moscow, Basketball Palace “Dynamo”
Regions of Russia: Every place with the required support of municipality and sponsors

Project budget:

Moscow: 20 million RBL
Other cities: starting from 4 million RBL





project

«THE ABC OF THE CHIEF PEDESTRIAN»

A Set of activities directed towards the education of Children, Adults and Teachers on the rules of Road Safety

Topic:

Incidents, involving traffic and children, are one of the most painful problems of the modern society. Tens of Thousands of accidents on the Russian roads involve children and adolescents. From January to September of 2008 (i.e. only first 9 months of the year) the roads of Russian Federation were the ground of 16,759 incidents involving children with 766 child fatalities and 17,429 wounded children. Comparing to the same period of 2007 there is a decrease in both number of accidents and victims; however there are still way too many children-victims of traffic accidents on the Russian roads. The majority of accidents involve second graders. The situation is worsened by the use of outdated teaching methods, used in the school programs. Today the rules of the road we learned in our childhood ("Red Light – Stop, Amber Light – Wait, Green Light – Go" or "Cross the street in front of the street car but behind the bus") simply **DO NOT WORK**, although they are still taught. The rules of conduct on the road have changed dramatically because the intensity of traffic has increased.

Project Goals:

- Participation in realisation of the state programs directed towards the reduction of the number of incidents involving children;
- Prevention of accidents involving children;
- Increase in the levels of road literacy among children and families with small children;
- Popularisation of adherence to Road Safety Rules;
- Attraction of attention of all levels of society (Mass Media, municipalities, and public) to the contemporary interactive approach to solving these problems .



Short Description of the Project:

Groups of 20-25 participants, including teacher, parents and students, go on the bus trip together with two instructors trained on the teaching methods, devised for this project.

During the trip around the area, adjacent to the school, the participants receive basic skills of behaviour on the road, and participate in the training applied to the road situations, such as "I and the Car", "I and the Public Transportation", "I and the Road". The bus makes stops for practical lessons in the places, presenting the utmost danger for the little participants of road traffic. The spots are determined beforehand based on the opinions of the parents and the Traffic Police. Between the bus stops children and adults participate in quizzes and competitions based on knowledge of Road Safety Laws for Pedestrians, and receive prizes and presents. The last stop on the trip is near the Traffic Police Post, where children present to the passing drivers their hand-made cards with topic of "Wishes and Warnings to the Drivers"

The trip ends by handing all participants the certificates, acknowledging the passing of the course: "ABC of the Green Light", color-yourself books, dedicated to "Traffic Safety Laws", stickers-reflectors, which can be easily glued to the child's clothes and telescopic flags for safe road crossing.

The teacher receives a set of specially designed cards for strengthening the skills, obtained during the trip, which can be used one for each day of the school year (200 cards in total). Teachers are recommended to ask one question from the set at the end of each day before students leave school.

Expected results of the project:

- Reduction in the number of accidents involving children;
- Education of the future pedestrians and drivers;
- Inclusion of the new interactive methods into the education process, which would teach children the road safety rules in the new realities of the road traffic.



Participants:

- 1-3 grade students;
- Orphans and children with social disadvantages (5-9 grade);
- Elementary school teachers and teachers of the extended day programs;
- Parents;
- Instructors (last year students of the police academies, teacher colleges, etc. and volunteers);
- Consultants (police and traffic police officers, methodises writers, experts on child safety).



Frequency:

3 trips a year: September, December, May

Number of Participants:

85 000 children and adults

Project budget:

Moscow (10 schools a year): 7 million RBL

Other Cities: starting from 2 million RBL a year



project «DANCE LESSONS» FESTIVAL

Topic:

Bad habits enforced by Mass Media form the way of life of today's youth. Smoking, alcohol abuse, asocial behaviour, etc. are all among the most serious problems of the modern Russian society.

As an alternative we require new projects and programs directed towards forming good habits, civil life standing, healthy life choices, involvement in sports and active lifestyle.

The main target of the project is youth and children.

Project "Dance Lesson" is designed to solve the mentioned problems.

Goals and Tasks of the Project:

- Popularisation of active lifestyle and healthy vocational activities among youth;
- Attraction of public attention (Mass Media, all levels of government, general public) to the interactive formats of solving these problems;
- Participation in the realisation of programs directed towards building the equal opportunity society where people with disabilities are also valued and are in demand together with the rest of the population.

Short description of event:

«Dance Lessons» is a city festival, in which people with active lifestyle take part: university students, high school students, young families with children and others. The topic of the festival is «dance for all as a type of recreation activity». The project is put together as an open-air event during the warm time of the year.

During «Dance Lessons» festival the participants:

Get the opportunity to learn the basics of different dance styles, such as European, Latin American, Athletic Rock-n-Roll, Break Dance, R&B, etc in the open lesson format.

To obtain on-the-spot information about dance schools, clubs and teacher, who operate in the festival city.

Participate in the dance competition and earn prizes.

To watch exhibition performances of the dance groups

Have a full and engaging free time among family, friends and children

People with disabilities have an opportunity to realise their artistic potential, to attract the attention of the healthy members of the society to their problems. The able participants of the festival will have an unforgettable and compassionate experience.



Фестиваль
Уроки Танцев
social dance в Москве



Parallel to the lessons at the «Grand Parquet» grounds (a professional dance grounds) we have exhibition dances by the professional dancers accompanied by the orchestra. Some of the participants in the exhibition dances are people with disabilities – dancers in the wheelchairs*.

Competitions for the participants are conducted at the same dance floor, such as wedding waltz competition, child dance, and Retro dance competition for Golden Age participants and so on. The program of the festival ends with the grand dance competition for the participants of the festival, handing of certificates and presents.

**The experience obtained during the first dance festival has shown that participation of people with disabilities makes this festival into an extremely important event for those who are interested in building a compassionate and civilised society. Dancers with disabilities have an opportunity to realise their potential and attract the attention of the healthy members of the society to their problems. Able members of the public get the important experience of compassionate emotions.*

Expected results of the project:

The expected results of the project include the communication of the certain positive values to the large number of youth, experience of realisation of their dancing and artistic potential, increase in numbers of students of athletic dance schools as well as the positive and valuable experience of interacting with people with disabilities, who may be deprived of some opportunities opened to the able participants of the project.



Фестиваль
Уроки Танцев
social dance в Москве



Participants:

- University Students;
- High School Students, including the ones from orphanages;
- Youth;
- Representatives of Mass Media;
- Representatives of public organizations;
- Representatives of all levels of government.

Number of participants:

Up to 10 000 people

Project geography:

Moscow

Other Cities of Russian Federation, which have necessary level of sponsorship

Project budget:

Moscow: 10 million RBL

Other Cities: starting from 2 million RBL



Фестиваль Уроки Танцев

social dance в Москве



project «THE BEST CITY»

The network of internet portals «The Best City»

<http://www.best-city.ru>

Short description of the project:

«The Best City» is internet grounds, where young people (high-school and university students) as well as interested adults obtain the news as well as independently make the positive information streams, which assist in navigation in the real life: the information about events in the city and the country, in which they could participate personally as workers or volunteers; the information about the activities of public and charity organizations; the information about the outstanding achievements of Russian and world science and culture; the information about the great representatives of our era; the information about the history of the state and so on. Discussion grounds of the internet portals «The Best City» absolutely forbids the discussions on drugs, porno, totalitarian or racial topics based on the strong pre-emptive moderation of all responses coming from the users. Engaged professional adult participants of the project create psychological conditions for communication under which young people feel absolutely free, although feel the need to respond constructively and follow the topic of discussion. Thus «The Best City» is internet-grounds for all who is interested in building of the civilised society in Russia.

Project Potential:

For young:

- For the young people it is a unique opportunity to learn about social programs and initiatives sponsored by the state, business, party, public and charity organizations;
- There is an opportunity to participate personally in realization of these initiatives as a worker or volunteer;
- One can receive an expert evaluation of own ideas and programs and potentially obtain help necessary for their realisation;
- Job search (including young people with disabilities);
- Financial help for studies (One can find an information about the available grants, ask an expert, participate in on-line co-op program, participate in online seminars with the outstanding teachers);
- Make new acquaintances and friends, exchange information, music, movies and so on.

Лучший Город

О ПРОЕКТЕ КОНТАКТЫ РЕКЛАМА НА ПОРТАЛЕ ВАКАНСИИ

Лучшие города

Архангельск
Астрахань
Барнаул
Белгород
Волгоград
Воронеж
Владивосток
Екатеринбург
Ижевск
Иркутск
Казань
Краснодар
Красноярск
Липецк
Москва
Мурманск
Новый Новгород
Новосибирск
Омск

Оренбург
Пenza
Тверь
Пермь
Ростов-на-Дону
Рязань
Самара
Саратов
Санкт-Петербург
Сочи
Суздаль
Тамбов
Тольятти
Тула
Тюмень
Ульяновск
Уфа
Хабаровск
Челябинск
Ярославль

Вас приветствует проект «Лучший Города!»

«Лучший Город» — это проект, который в ближайшем будущем объединит интернет-порталы и журналы в разных городах России. Мы расскажем правду о городской жизни в ее самых разных проявлениях — от политики и экономики до индустрии развлечений и сферы услуг.

Наша миссия — поддерживать и улучшать репутацию лучшего города, провинциального по географии расположению, но не по духу. Мы хотим удержать лучшее даже там, где оно больше всего нужно, не дать ни упасть из лучшего города в полахки синей птицы. Всегда надеюсь подтвердить мысль, в которой они сами себе не всегда признаются что лучший город — это тот, в котором они живут!

Мы предлагаем сделать его еще лучше — вместе!

[Планы проекта](#)

23 декабря

10:36 В Воронеже пройдет [Российские выборы по-французски](#) Фоточик
10:00 [Мария Захарова устроит два вечера новосибирского и розоватого](#) Челобитко
09:41 [Ситуация в Воронеже: "Альфа-Банк" покинул и потерял объект](#) Фоточик
06:42 [Несбывшиеся мечты: события на пороге завершения 2008 года](#) Челобитко
03:45 [Владивостокские пенсионеры получили новые выплаты](#) Фоточик
02:38 [На улице Владивостокской выйдут Деда Мороза](#) Фоточик
01:35 [Средневековая ярмарка: история, культура, искусство и Промышленность](#) Владивосток

[Лента новостей](#) **RSS**

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Лучший Город

www.best-city.ru

Project Potential:

For adults:

- To invite young people for cooperation in projects and programs as workers or volunteers;
- To observe and analyse the main tendencies existing among youth;
- To conduct the wide spectre of research among youth on the topics of education, culture, politics, health, military drafting, family, etc.;
- To form and maintain the civil position of the youth being both experts and mentors.

In four years of existence of «The Best city» project project (Voronezh, Yaroslavl, Chelyabinsk, Krasnodar, Vladivostok) we conducted over 30 expert research studies on the important social subjects, involving youth and schoolchildren, created over 1500 media articles, published over 14,000 news reel topics, conducted over 20 on-line conferences and commented on over 3000 different subjects on 100+ forums of the portal.

Project geography:

Voronezh, Yaroslavl, Chelyabinsk, Krasnodar, Vladivostok.
Soon: Moscow, St. Petersburg

Project budget:

Cities of Russian Federation: 4 million RBL (not including Moscow and St. Petersburg)

Лучший Город

НАСТОЯЩИЙ ГОРОДСКОЙ ПОРТАЛ
ДЛЯ ЖИТЕЛЕЙ И ГОСТЕЙ СТОЛИЦЫ
ЦЕНТРАЛЬНО-ЧЕРНОЗЕМНОГО РЕГИОНА

ВОЙТИ НА САЙТ
Имя: Пароль: Войти

Регистрация | Забыли пароль?

главная | новости | акции | навигатор | статьи | журнал | форум | фотолбюль | работа

НОВОСТИ

1036 В Воронеже пройдет Рождественские встречи по-Французски
Категория: Французия, 23 декабря 2008

0941 Сотрудники воронежского «Альфа-Банка» показали в интернете свои кадры
Категория: Денежные поступления, 22 декабря 2008

1735 Воронежские франки должны вернуться к работе с евро
Категория: Новости компаний, 22 декабря 2008

1631 Ворона отпустил на улицы Воронежа до 2010 года
Категория: Праздники, 22 декабря 2008

1603 Проект «Бюджет» в федеральной столице Воронежа
Категория: Личный опыт, 22 декабря 2008

Другие новости

СТАТЬИ

Пала, это бовен? Нет, сынов, это фантастика!
Категория: Личный опыт, 22 декабря 2008, 15:30

Чтобы на фильм «Обитатели острова» пришло побольше зрителей, его создатели едут по стране, рассказывают про грандиозные масштабы съемки и показывают картину журналистам. 21 декабря передвижная арт-бригада во главе с Фадеем Бондарчуком побывала и в Воронеже.

КПД: календарь полезных дел
Категория: Денежные поступления, 27 декабря 2008, 13:25

Этот календарь составлен по реальным воронежским событиям, в которых приняли участие искренние и неравнодушные люди. Поступи все дни в нем — праздничные.

Свернулись в захлобону
Категория: Денежные поступления, 11 декабря 2008, 16:17

Роль в Воронеже можно добыть двумя способами: купить в суши-баре или приготовить у себя дома. Мы выбрали второй путь, а приглашенные эксперты — шеф-повар ресторана «Варибаси» — нам помогли.

ФОРУМ

ТАБУ
Автор: [sasha](#), Форум: [Квартал](#), ответов: 37

Новости В Воронеже пройдет Рождественские встречи по-Французски
Автор: [dudu](#), Форум: [Городские Дела](#), ответов: 1

Статья Пала, это бовен? Нет, сынов, это фантастика!
Автор: [dudu](#), Форум: [Квартал](#), ответов: 0

Снег в Воронеже
Автор: [sasha](#), Форум: [Минус](#), ответов: 2

Статья: Ральф наместник
Автор: [sasha](#), Форум: [Поздрав](#), ответов: 4

Ищу собак (любимую) для вязки
Автор: [dada2008](#), Форум: [Тот и Се](#), ответов: 0

Новости: Каким образом по на улице Воронежа до 2010 года
Автор: [sasha](#), Форум: [Личный опыт](#), [sasha](#), ответов: 0

Всего пользователей: 3940
Всего тем: 12166

[Посетить Форум](#) | [Показать новые сообщения](#)

Где отдохнуть с друзьями?

Воронеж

ФОТОЛБЮЛЬ

Мой ласковый и мямный)))
Автор: [sasha2008](#), 22 декабря 2008, 19:26

Лучший Город

www.best-city.ru

project «MATRYOSHKA» festival

The festivities for the future parents and their friends

Topic:

Festivities for the future parents are practically absent in today's list of city holidays. Pregnant woman exists in the temporary isolation – so few events happen with her or around her. This situation forms a very bleak perception of pregnancy and induces fear and rejection of idea of becoming a mom in those women, who haven't yet experienced motherhood.

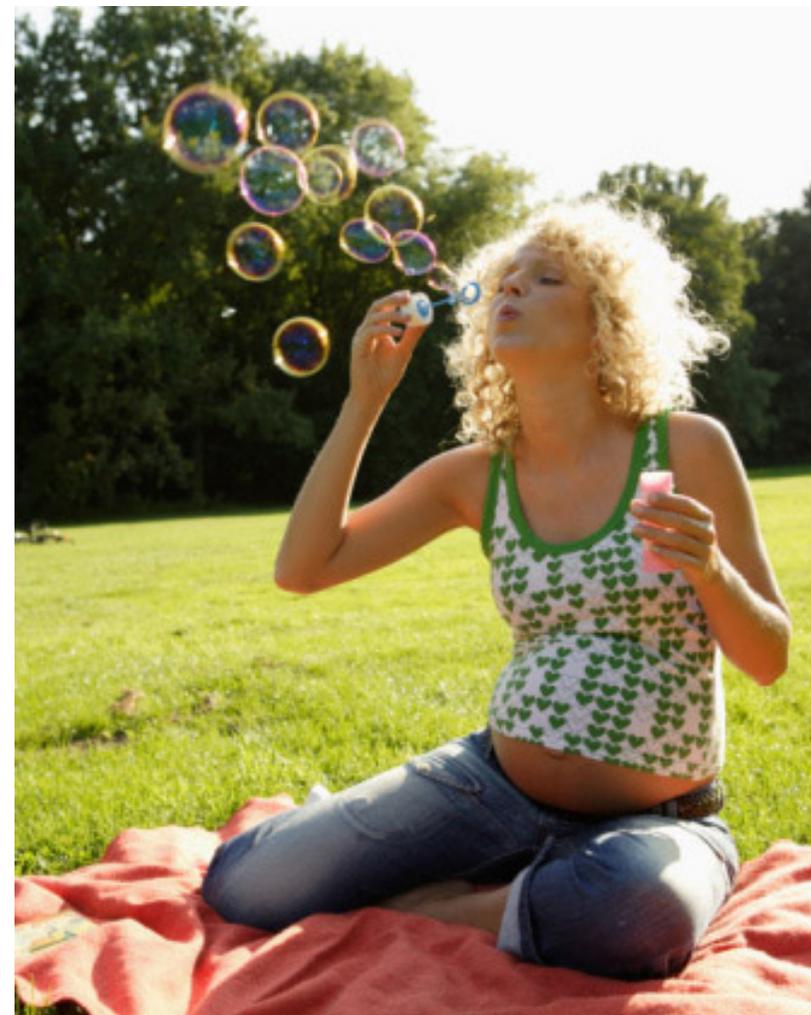
Short description of event:

The fair is organised during the warm summer day, which is soaked with the topic of expectation of birth and education of the new generation.

The main conception of the festival: pregnancy is the best time of woman's life, during which she can find her artistic nature. Music, reading, hand crafts, painting, photography, walks in the park are all great ideas for the artistic endeavours of a pregnant woman.

Park or grounds are divided into sections. The events, including concerts, seminars, art-classes, photo-shows occur in each section simultaneously.

Tickets and invitations from municipalities are distributed among future moms, their husbands, friends and relatives together with children. They all take part in the events of the festival.



Матрешка

фестиваль для будущих мам
и их друзей

Festival program:

- String orchestras, festival flower arrangements, concerts, photo show, fashion garment show for pregnant women;
- Workshops on preparation of healthy and good tasting food for future moms;
- Interactive seminars on feeding, nutrition, giving birth, physical activities;
- Gymnastics for pregnant women and infants;
- Speeches of specialists – gynaecologists, psychiatrics, paediatricians. Phyto-bars, lectures on the use of herbs and non-medicinal treatments of illnesses during pregnancy;
- Discussion club;
- Movie club;
- Charity bazaar;
- Book show for future moms.



Expected results of the project:

- Attraction of attention of Mass Media and public to the subjects of happy motherhood and childhood and harmony in the family;
- Changing of attitude of the pregnant women to their state of pregnancy.



Project geography:

Moscow; Other cities of RF

Project budget:

Moscow from 14 million RBL
Other cities: from 2 million RBL

Матрешка

фестиваль для будущих мам
и их друзей



Агентство
Социального
Маркетинга

	дети, оставшиеся без попечения родителей	дети-инвалиды (с ограниченными физическими возможностями, синдромом Дауна и др.)	молодые люди с ограниченными физическими возможностями	многодетные семьи	малоимущие семьи	пенсионеры
фестиваль "Мультиашино"	ДА	ДА		ДА	ДА	
праздник "Выходной в "Мультиашино"				ДА	ДА	
новогодние праздники "Новый Год на планете "Мультиашино"	ДА	ДА		ДА	ДА	
фестиваль "Уроки танцев"	ДА	ДА				ДА
фестиваль "Матрешка"			ДА	ДА		
праздник "День Российского космоса"						ДА
информационная кампания "Любить и беречь"				ДА	ДА	
фестиваль "Классики"	ДА	ДА	ДА			ДА
фестиваль "Лучший город"	ДА		ДА			ДА
проект "ПрофКласс"	ДА	ДА	ДА		ДА	
проект "Социальный промоутер"	ДА	ДА		ДА	ДА	ДА
проект "Лучший город"	ДА		ДА	ДА		

Деятельные участники всех проектов - социально благополучные люди, семьи с детьми, сотрудники российских и международных компаний и корпораций, студенты, старшеклассники, ВСЕ, кто считает возможным и необходимым участвовать в интегративных проектах, осуществляемых в рамках построения гражданского общества в России.

ANO «AGENCY OF SOCIAL MARKETING»

Agency's activities:

- Development of strategies in the area of socially-oriented marketing for the firms based on their marketing goals and specifics of operations;
- Research of the market and society in order to understand the most important problems of present level of development of the society;
- Participation in the social programs and projects directed towards solving social problems and attraction of attention of market makers to these problems;
- Collaboration with Russian and International Mass Media in order to broadcast the activities of the socially oriented campaigns;
- Collaboration with the charity organizations in order to create the optimal channels of deliver of aid to those who need it;
- Collaboration with all levels of government in order to attract their attention to the organization of the socially important projects in education, social care and recreation;
- Development, organizing and conducting the events on federal, regional and local scale in order to support socially disadvantaged members of the society.

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e-mail: info@socagent.ru

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MISHINA EVGENIA
mishina@mishina.ru



Агентство
Социального
Маркетинга

International Charity Fund “FENIX”



OUR MISSION

The International Charity Fund “FENIX” is a public noncommercial organization with the aim to render free aid to requiring people who is clamped by one of the dangerous illness of humanity.

- Our mission is a charity way from the help of the concrete person till improvement of all nation.
 - Our mission is to promote the construction of healthy society, healthy mankind and the healthy world which is free from incurable illnesses.
- Stay with us! Help yourself and your future!

OUR PURPOSES

- Protection of the rights and legitimate interests of children sick of a virus hepatitis and a HIV-infection;
- Elimination of discrimination and ensuring them equal opportunities with other citizens;
- Realization of charities for the decision of problems of treatment and preventive maintenance of disease and social rehabilitation of patients;
- Support and realization programs and actions directed on development and introduction modern systems of medical aid to people of a HIV-infected and sick of virus hepatitis.
- Development, introduction and realization of own programs directed on the decision of medical and social problems.

DIRECTIONS OF ACTIVITY

- Gratuitous address help stationary and the outpatient;
- Assignment for carrying out of diagnostic advisory actions;
- Development and realization of training programs for children and teenagers;
- Realization of sanitary-educational activity;
- The organization of branches of Fund in various regions of Russia;
- Carrying out of scientific conferences and seminars for experts;
- The publication of thematic clauses in medical editions;
- Informing of the population on activity of fund through mass media (TV, radio, newspapers, magazines, the outdoor advertising);
- Cooperation of activity with other public noncommercial organizations.

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