



RESULTS OF MEDIA CONTEST

"Partnership 2010" Republican Contest
For best mass media coverage of corporate social responsibility in Kyrgyzstan

PRESS RELEASE

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CSR Business Network: On February 25, 2011 the grand hall of Bishkek's RUSSIA Business Center hosted the Award Ceremony of the Partnership 2010 republican contest for best mass media coverage of corporate social responsibility in Kyrgyzstan.



The topic of corporate social responsibility (CSR) is frequently the center of public attention throughout the world and now it is being picked up by the Kyrgyz mass media. Business companies are part of the society and are very much concerned about the changes that are taking place in Kyrgyzstan. Businesses actively participate in the life of our country, helping the state address burning social and economic issues. The Contest was organized by the CSR Business Network (CSR business company in Kyrgyzstan) and Kumtor Operating Company.



"Kyrgyzstan is currently in a very difficult period of its development. Social responsibility of companies, active participation of enterprises in public life, and public-private partnership are all key for successful development of business and the State. People in Kyrgyzstan should know that businesses help create jobs, pay salaries and pensions, address economic and social problems. And this can be done only with the help of mass media. That is why we supported the idea of conducting republican contest for best coverage of the CSR issue in mass media", - Robert Wunder, President, Kumtor Operating Company.



The Partnership 2010 contest was organized to draw attention of journalists and general public to the topic of corporate social responsibility in Kyrgyzstan and recognize the best journalists, mass media, and information agencies that pay attention to this topic.



Asel Arstanbekova, Director of CSR Business Network noted *" This contest is organized for the first time in Kyrgyzstan, and we are glad that this idea united many people and organizations. We are especially grateful to the businesses for their readiness to work together. It is this part of society that is not indifferent to the changes that are taking place in the country and actively participates in the life of our country, helping the government address some of the most burning social and economic problems."*



Organizers have paid much attention to ensuring transparency of Contest procedures, as well as the competence and objectivity of the panel of judges. The panel of judges included seven partner organizations from business and mass media with a positive reputation and active stand on corporate social responsibility in Kyrgyzstan:

- Mr. Aktilek Tungatarov, International Business Council, Executive Director;
- Mr. Mirsulzhan Namazaliev, Central Asian Free Market Institute (CAFMI), Executive Director;
- Ms. Ainura Cholponkulova, American Chamber of Commerce in Kyrgyzstan (AmCham), Executive Director;
- Ms. Begaim Usenova, Institute of Media Policy, Director;
- Mr. Shamil Ibragimov, Eurasia Foundation in Central Asia, Executive Director in Kyrgyzstan;
- Ms. Maria Rasner, Internews Network, head of party in Kyrgyzstan;
- Mr. Marat Tokoev, "Journalists" NGO, chairman of the board.

By January 25, 2011 the panel of judges received 101 journalistic entries from 26 nominees representing 23 mass media entities of the Kyrgyz Republic. The entries were articles, TV and radio spots published or broadcasted during 2010 and January of 2011 and that touched that talked about business's contribution to development of the country.

After receipt of all entries the technical commission awarded each material a number. The judges received the entries without indication of the author or names of mass media entities that they represented. In that form entries were also posted on the Contest's official website (www.csr.kg) so that Internet users could vote for the best entry online.

On February 22 the reviewed and judged entries were returned to the technical commission of the Contest. The sum of scores given by the judges to each material determined the winners. Their names

were announced at the award ceremony.

The winners were:

- In the category "Best coverage of corporate social responsibility in a television program" – *Kozhomkulova Nazgul*, anchor of the Maidan program, 5th Channel, with the program on Corporate Social Responsibility of Business in Kyrgyzstan.
- In the category "Best coverage of corporate social responsibility in printed media" – *Tynaliev Myrzakat*, author of "Corporativdu sotsialdyk joopkerchilik: bir taraptuu kyimylby je eki taraptuubu?" ("Cooperative social



responsibility: one- or two-way street?") The material was published in Kyrgyz language in *Kyrgyz Tuusu* newspaper.

- In the category "Best coverage of corporate social responsibility in electronic media" – *Orlova Tatiana*, author of the entry "Na podachkah Savvy ne rastut, ili koechto o KSO" (Nobody grows on Savva's sop, or something about CSR". The article was published in the "[24.kg](http://www.24.kg)" information agency website (www.24.kg) and placed on the Open Kyrgyzstan information analytical portal (www.open.kg).
- In the category "Best coverage of CSR in radio programs" – *Kushnazarova Nazbubu*, author of "Kyrgyzstandygy korporavdik sotsialdyk joopkerchilik" (Corporate social responsibility in Kyrgyzstan). The material was aired on Almaz radio station.
- The winner of online voting selected by internet users – visitors of the official Contest website (csr.kg) – journalist *Abdullaev Mamyrgyzan* (Osh city). His entry "Social entrepreneurship and crisis" was published in the magazine *Delovoi Sobesednik*, in the *Itogi Nedeli* newspaper "on the CAFMI website, www.jashtar.kg, while its English version was posted on atlasnetwork.org.

Hundred and six people voted for Mamyrgyzan's piece on the Contest's official website, www.csr.kg (total score – 530 points).

Thanks to the support of Contest co-organizers – Kumtor Operating Company, the winners received award certificates, steles – the symbol of public recognition, and portable computers.

Apart from winner valuable prizes were also awarded to several other participants. EI-Pikir Center for Public Opinion Research and Forecasting noted the article by *Irina Dudka*, "Saving the Economy" (24.kg news agency).

Sky Mobile company (Beeline trademark) has singled out three entries in the category "Best materials on corporate social responsibility".

Association of young entrepreneurs "Jazh ishkeler assotsiatsiasy" noted the article by journalist *Kenzhetaeva Jazgul* "Kyrgyzstanda 200don ashkyk turk firmalar ish alyp baryshat" (*Erkin Too* newspaper).

FINCA microfinance company noted a video report by *Aleksandra Muchkina* "Economic Blokade" (Mir International TV and Radio Company).

CSR Business Network and EI-Pikir Center for Public Opinion Research and Forecasting also presented a brochure "Corporate social responsibility in Kyrgyzstan: review and prospects" that





was published under the project “Mobilization of the business community to help the victims of June 2010 events in the south” with the support of the Norwegian Helsinki Committee. The brochure includes theoretical and practical issues of corporate social responsibility, cases on international experience and practice of developing social responsibility, as well as a review of current situation and prospects of developing CSR in Kyrgyzstan. The brochure also includes a number of articles on

the topic presented by experts, heads of companies, brief review of CSR-relevant legislation in Kyrgyzstan and of course, the best journalist materials on the CSR topic. As Elvira Ilibezova, Director of the EI-Pikir Center for Public Opinion Study and Forecasting, noted *“This is the first public analytical material on corporate social responsibility. We hope that this information will be useful and interesting, and I would like to express gratitude to all partners that made production and publication of this brochure possible.”*

Source: www.csr.kg