

REGULATIONS
International Contest
«LEADER OF PUBLIC DIPLOMACY» (2024)

1. General Provisions

1.1. These Regulations define the procedure for preparing and holding the International Contest "Leader of Public Diplomacy" (hereinafter - the Contest) in 2024 for leaders of non-governmental organizations implementing projects in public diplomacy.

1.2. Organizers of the Contest:

- International Union of Non-Governmental Organizations "Eurasian Peoples' Assembly";
- Government of the Khanty-Mansiysk Autonomous Okrug - Yugra.

1.3. The Contest is supported by:

- Presidential Council of the Russian Federation for Interethnic Relations;
- State Duma Committee on Issues of Nationalities of the Federal Assembly of the Russian Federation;
- State Duma Committee on Issues of the Commonwealth of Independent States and Contacts with Fellow Countryman;
- Federal Agency for the Commonwealth of Independent States, Compatriots Living Abroad and International Humanitarian Cooperation (Rossotrudnichestvo);
- Federal Agency for Ethnic Affairs of the Russian Federation;
- Federal Agency for Youth Affairs (Rosmolodezh);
- Department for External Economic and International Relations of the City of Moscow;
- Commission of the Civic Chamber of the Russian Federation on Harmonization of Interethnic and Interreligious Relations;
- All-Russian Public State Organisation "Assembly of the Peoples of Russia";
- SCO National Centre for Public Diplomacy in Russia;
- Eurasian Youth Assembly;

- All-Russian public movement "Co-creation of Peoples for Life" (Senezh Forum);
- Autonomous Nonprofit Organization "Eurasian Centre for Project Initiatives".

1.4. Partners of the Contest:

- ANO 'Commonwealth of Sports Diplomacy' (Russian Federation);
- Assembly of the People of Kyrgyzstan (Kyrgyz Republic);
- Belarusian Society for Friendship and Cultural Relations with Foreign Countries (Republic of Belarus);
 - University of Damascus (Syria);
 - Egyptian-Russian Foundation for Culture and Science (Egypt);
 - International Institute for Cultural Diplomacy (United Arab Emirates);
 - National NGO Forum of Azerbaijan (Republic of Azerbaijan);
 - National Union of Non-Profit Organizations (Russian Federation)
 - Public organization "Bulgaria-Russia Forum" (Republic of Bulgaria);
 - Russia-Morocco Friendship Society (Morocco);
 - Association of Legal Entities "Civil Alliance of Kazakhstan" (Republic of Kazakhstan);
- Social and Cultural Public Organization "House of Russian Book" (Republic of Armenia);
 - Association of Russian and Soviet university alumni (Lebanon);
 - Arab Youth Union (Saudi Arabia);
 - Association of Russian and Soviet university alumni in the Kingdom of Bahrain;
- Tajik Society for Friendship and Cultural Relations with Foreign Countries TODKS (Republic of Tajikistan);
 - Tunisian-Russian Chamber of Commerce and Industry;
 - SCO Public Diplomacy Centre in Uzbekistan (Republic of Uzbekistan);
 - "Avicenna" Club of Alumni of Soviet and Russian Universities (Jordan);
 - Association of Russian-speaking Youth of Portugal (Portugal);
 - "WAGB" Public Diplomacy Organisation (Kuwait);
 - Coordination Council of Russian Compatriots' Organisations (Turkey).

1.5. Information partners of the Contest:

- MTRK MIR;
- TV channel, website "Big Asia";
- "Russia Today" International Media Group;
- Russian State Federal News Agency TASS;

- International Association of Bloggers (Federal Republic of Germany);
- Union of Journalists of Bulgaria (Republic of Bulgaria).

1.6. The official languages of the Contest are Russian and English.

2. Aims and objectives of the Contest

2.1 The Contest is established to identify and support public leaders from different countries whose activities are aimed at developing public diplomacy, strengthening interethnic and interreligious peace and harmony, trust and mutual understanding between peoples.

2.2 The objectives of the Competition:

- encouragement and support of talented leaders of non-governmental organizations in the sphere of people's diplomacy, assistance in increasing their authority, involving them in active international public activities;
- formation of an international community of socially active members of society for the development of interaction and partnership, exchange of best practices in public diplomacy;
- creating conditions for the development of innovative technologies in the sphere of public diplomacy;
- stimulating the activities of non-governmental organizations;
- strengthening co-operation with compatriots abroad and non-governmental organizations in public diplomacy;
- popularization and strengthening of a positive image of modern Russia.

3. Participants of the Contest

3.1. The Contest is open to citizens of the Russian Federation, compatriots living abroad and foreign citizens, representatives of non-governmental organizations (NGOs) and Internet communities implementing projects in the sphere of public diplomacy, whose activities do not contradict Russian legislation, aged 18 and over, with at least two years of experience in implementing projects in public diplomacy as a leader.

3.2. Contestants should possess the following skills:

- leadership;
- result-orientation;
- ability to work in a team;
- communication skills and influence;
- system thinking;
- implementation of change;
- social responsibility;
- adaptability.

3.3. NGO leaders implementing projects in public diplomacy should not be state and municipal employees.

4. Contest management

4.1. In order to provide methodological and organizational support for the Contest events, the Contest Organizing Committee (hereinafter referred to as the Organizing Committee) is established, which is formed from representatives of the Contest organizers and partners. The composition of the Organizing Committee shall be approved by the minutes of the meeting of the Contest organizers.

The Organizing Committee shall carry out general coordination of the preparation and holding of the Contest.

4.2. The direct organization of the Contest is carried out by the Contest Directorate (hereinafter referred to as the Directorate). The functions of the Directorate are fulfilled by the Executive Directorate of the Eurasian Peoples' Assembly. The Directorate: e-mail: public-diplomacy@mail.ru, website: <http://народнаядипломатия.рф> <http://public-diplomacy.org>.

4.3. A Contest Commission shall be established to examine the materials submitted to the Contest, and to determine the winners of the Contest. The Contest Commission consists of representatives of the organizers of the Contest, experts in public diplomacy, public and state figures. The Directorate shall determine the compliance of the materials submitted by the participants with the requirements of the Contest, summaries and submit the materials to the Contest Commission.

4.4. Contest Commission

- conducts an examination of materials submitted by participants of the Contest for the extramural Contest, in accordance with the evaluation criteria;
- reviews and approves the results of the extramural Contest and the list of participants in the internal round of the Contest;

4.5. To conduct the internal round of the Contest, a Contest Jury is formed from among the organizers and partners of the Contest.

4.6. Conducting the Contest at all stages involves evaluation:

- substantive approaches, technologies and techniques, innovative methods and techniques of activity of a public association the participant of the Contest (competitor) takes direct part in;
- organizational, creative and communication skills of the contestants;
- management abilities, abilities and skills of the Contest participants;
- the level of intellectual preparation of the competitor (legal knowledge, scientific foundations and approaches to the activities of public associations, the foundations of state policy in all spheres of society, main areas, principles, public diplomacy);
- the level of the contestant's knowledge of information and project culture.

4.7. A meeting of the Contest Commission and the Jury shall be deemed competent if at least half of the list of members is present at the meeting.

4.8. The decision of the Contest Commission and the Jury shall be deemed adopted if at least half of the members of the Commission and the Jury present at the meeting vote in favor of it. Decisions of the Contest Commission and the Jury shall be formalized by minutes signed by the Chairman of the Contest Commission and the Jury and the Executive Secretary.

5. Stages of the Contest

5.1. The following stages of the Contest are established in 2024:

July 15 - September 30: acceptance of Contest materials (fill in the form at the link [http://народнаядипломатия.рф/o-nas/#расп](http://народнаядипломатия.рф/o-nas/#rasp)), expert evaluation of contest materials for further participation in the Contest;

October 1 - 15: online educational intensive for all Contest participants, selection of 100 semi-finalists;

October 17 - 31: semi-final - online workshop (practical tasks, solving practical cases), selection of 30 finalists;

November 18 - 21: final, winners of the Contest are determined. The finals are held on the territory of Khanty-Mansiysk Autonomous Okrug - Yugra.

5.2. The dates of the Contest stages can be changed by the decision of the

Organizing Committee.

6. Areas and evaluation criteria of the Contest

6.1. The Contest Commission accepts entries in the following areas:

- Cultural diplomacy;
- Business diplomacy;
- Scientific diplomacy;
- Digital diplomacy;
- Tourism diplomacy;
- Sports diplomacy;
- Historical Memory;
- Volunteering;
- Gastronomic diplomacy;
- and others.

6.2. When evaluating the Contest materials, the Contest Commission shall consider the following criteria:

- relevance/social significance of the submitted project;
- creativity/novelty of the project;
- the possibility of replicating the project, its practical implementation;
- degree of participation of the contestant in the project;
- resource and/or other support for the project;
- quality of the application preparation;
- quality of video presentation;
- leadership potential of the participant;
- fulfilment of the tasks of the educational module (online educational

intensives and online workshops).

6.3. Each criterion is evaluated from 0 to 5 points.

6.4. The final score is the result of adding up the scores for all criteria.

7. Procedure for submitting documents for participation in the Contest

7.1. Participants of the Contest submit a package of materials to the Contest Directorate via the Contest website: <http://народнаядипломатия.рф/о-nas/registratsiya>; <http://народнаядипломатия.рф/о-nas/#rasp>

- the participant's application form indicating the area of the Contest;
- description of the activity and/or project in the field of public diplomacy (not more than 5 (five) pages, Times New Roman font, font size 14, one and a half spacing, margins: left - 2.75 cm, right - 2.25 cm, 3 cm at the top, 2 cm at the bottom; page numbering - header (right));
- a video clip (or a link to download a video clip) illustrating the activity, the duration of the video clip should not exceed 3 (three) minutes;
- at least 2 letters of support, letters of recommendation.

7.2 All Contest participants who have submitted a complete package of contest materials will be invited to participate in an online educational intensive, following its results 100 semi-finalists will be determined.

7.3 Participants who have passed the online educational intensive will be invited to an online workshop. At the end of the online workshop, 30 finalists are determined.

7.4 In the final stage of the Contest, participants have the right to provide the Contest Jury with additional information: program (on paper); photo and video materials; articles, media publications, etc.

7.5 The materials sent for participation in the Contest shall not be reviewed and shall not be returned.

7.6 Grounds for exclusion from the Contest include:

- submission of false documents or knowingly false information about oneself when filling in the application form;
- having a criminal record (including cancelled or expunged) or being under investigation;
- publication of false, discrediting information about the Contest and its participants;
- documents or information provided by the participant during the Contest that is not confirmed upon the Organizing Committee's request.

8. Summing up the Contest

8.1. The Contest jury determines the Contest laureates.

8.2. The winners (first place winners) and prize-winners (second and third place winners) shall be determined based on the results of the Contest.

8.3. The winners of the Contest shall be awarded badges with the Contest symbols.

8.4. The winners and prize-winners shall be awarded Diplomas of the Contest.

8.5. The winners and runners-up are awarded valuable prizes of the Contest sponsors.

8.6. The Contest organizers shall provide travel to and from the final stage, as well as meals and hotel accommodation for the finalists.

8.7. Materials of the best practices of the winners and prize-winners of the Contest shall be placed in the catalogue and on the project website.