

RULES

of the “ESG Leader” Competition based on the results of 2025

1. Glossary:

1.1. **ESG** is a set of environmental, social, and governance sustainability criteria reflecting an organization’s approach to environmental protection, social responsibility, and corporate governance, aimed at ensuring transparency, ethics, and long-term business sustainability.

1.2. **Google Forms** – an online service for creating and distributing surveys, questionnaires, and feedback forms. It allows collecting, systematizing, and analyzing respondents’ answers automatically.

1.3. **Organizing Committee** – a group of authorized persons responsible for planning, organizing, and monitoring the implementation of tasks related to conducting the event, as well as interaction between participants and stakeholders.

1.4. **Commission** – an advisory body consisting of independent experts and representatives of the organizers, carrying out expert evaluation of competition materials and making decisions on awarding prizes.

1.5. **Climate project** – an initiative, program, or set of activities aimed at reducing climate impact, reducing greenhouse gas emissions, and increasing climate resilience to the consequences of climate change.

1.6. **Innovations in sustainable development** – new or significantly improved products, services, technologies, processes, or business models aimed at solving environmental and social issues while ensuring a long-term positive impact on society and the environment.

1.7. **Green project in women’s entrepreneurship** – an initiative or business project implemented by a company in which at least 50% belongs to a woman/women or which is managed by a woman, aimed at introducing environmentally sustainable solutions, including reducing negative environmental impact, energy and resource efficiency, use of renewable energy sources, waste recycling, environmentally friendly production, or adaptation to climate change.

2. General Provisions

2.1. The Competition is conducted by the Ministry of Natural Resources, Ecology and Technical Supervision of the Kyrgyz Republic, Mastercard, the United Nations Development Programme (UNDP), and OJSC “Eldik Bank”.

2.2. The Competition is implemented on the principles of equal partnership (co-ownership) among all organizers: the Ministry of Natural Resources, Ecology and Technical Supervision of the Kyrgyz Republic, the United Nations Development Programme (UNDP), Mastercard, and OJSC “Eldik Bank”.

All communication materials, public statements, and visual elements of the Competition reflect the joint nature of the initiative and the equal contribution of the partners.

2.3. The Competition is held on the territory of the Kyrgyz Republic and is open to commercial organizations regardless of industry and form of ownership.

2.4. Winners are determined depending on compliance with the conditions specified in these Rules.

2.5. For the implementation of competition procedures, an Organizing Committee is established, consisting of representatives of the Ministry of Natural Resources,

Ecology and Technical Supervision of the Kyrgyz Republic, Mastercard, UNDP, and OJSC “Eldik Bank”.

2.6. The Organizing Committee approves the nominations, evaluation criteria, composition of the commission, and other annually changing parameters of the competition.

3. **Purpose and objectives of the Competition:**

3.1. To stimulate the development of sustainability, promote best ESG practices, and form a positive image of national business.

3.2. Main objectives:

identification and dissemination of best ESG practices;

- promotion of increased transparency and reporting of companies;
- stimulation of implementation of innovative solutions in the field of sustainable development;
- development of a culture of responsible business conduct.

4. **Competition Participants**

4.1. Private business entities of the Kyrgyz Republic, including individual entrepreneurs (IEs), small business entities, and medium business entities operating in accordance with the legislation of the Kyrgyz Republic.

4.2. The determination of business entities by scale of activity (individual entrepreneur, small or medium business entity) is carried out in accordance with the legislation of the Kyrgyz Republic. No restrictions are established regarding the field of activity; however, the participant's activity must comply with the criteria of the relevant Competition nomination.

4.3. The participant must conduct activities without serious violations of legislation, tax discipline, labor rights, and environmental requirements.

4.4. Participation is voluntary and free of charge.

5. **Procedure for Participation in the Competition**

5.1. To participate in the Competition, the Participant must complete an online application in Google Forms and have relevant experience in the nomination according to the Competition criteria.

5.2. The Competition is conducted in several nominations. Their list is annually approved by the Organizing Committee.

5.3. Information about the competition is distributed through the official websites of the organizers, social media, mass media, and other information platforms.

5.4. One of the mandatory conditions for participation in the Competition is the possession of a Mastercard card of OJSC “Eldik Bank”, issued through online or offline registration, including registration through the “Eldik” mobile application. When filling out the application form through Google Forms, the participant must indicate the card number.

5.5. Information provided by the Participant in the online application in Google Forms must contain information about the company, a description of implemented ESG initiatives, and supporting materials.

5.6. Based on the results of the preliminary selection, finalists may be invited to a short presentation of their projects.

5.7. The evaluation of applications and presentations is carried out by a commission,

the composition of which is annually formed by the Organizing Committee and may include independent experts.

6. **Competition Evaluation Criteria**

6.1. The main areas of evaluation include not only the results of implemented ESG initiatives, but also the presence of sustainable management practices in the ESG field. The evaluation may take into account the company's transparency and reporting, the existence of a sustainable development policy and/or environmental policy, anti-corruption procedures, compliance with labor standards, approaches to risk management, as well as the existence of a responsible department or official for ESG matters. Main evaluation areas:

- environmental and climate practices (measures to reduce greenhouse gas emissions, energy efficiency, waste management, adaptation to climate change, innovations, etc.);
- social practices (equal opportunities, gender equality, corporate culture, work with communities, innovations, etc.);

The specific system of criteria and evaluation scale are approved by the Organizing Committee for each competition cycle.

6.2. Main stage:

- Winners are determined based on the maximum number of points in each nomination. One (1) winner from the entire country will be determined for each nomination.

7. **Processing of Personal Data and Confidentiality**

7.1. By submitting an application for participation in the Competition, the participant confirms consent to the collection, processing, storage, and use of the provided personal data and materials for the purposes of organizing and conducting the Competition.

7.2. The Competition organizers ensure the processing of personal data in accordance with the legislation of the Kyrgyz Republic in the field of personal data protection.

7.3. Within the framework of the Competition, the following data may be collected:

- information about the company and contact persons;
- information about implemented ESG initiatives and projects;
- supporting documents, photos, videos, and presentation materials;
- other information provided by the participant as part of the application.

7.4. The provided data may be transferred to the organizers and partners of the Competition exclusively for the purposes of administration, evaluation of applications, determination of winners, and informational support of the Competition, including UNDP, OJSC "Eldik Bank", Mastercard, профильные государственные органы and members of the competition commission.

7.5. The participant provides consent for the publication of the company name, information about victory or participation in the Competition, as well as photo and video materials related to the Competition, in informational, communication, and reporting materials of the organizers and partners of the Competition.

7.6. Commercially sensitive, confidential, or non-public information provided by

participants shall not be subject to publication or transfer to third parties outside the purposes of the Competition without additional consent of the participant, except in cases предусмотренных законодательством Кыргызской Республики.

7.7. Materials and personal data of participants are stored for the period necessary for conducting the Competition, summarizing results, preparing reports, and fulfilling the requirements of the organizers and partners of the Competition.

7.8. The participant has the right to withdraw consent for the processing of personal data by sending written notification to the organizers of the Competition. At the same time, withdrawal of consent may result in the impossibility of further participation in the Competition.

8. **Additional Conditions:**

8.1. Participation in the Competition and agreement with its conditions is confirmed by the Participant's fulfillment of clauses 4, 5, 6, and 7 of these Rules.

8.2. Online casinos, букмекерские компании, online betting platforms, and other organizations related to gambling may not participate in the Competition. Companies related to the production or sale of tobacco products, alcoholic products, or weapons are also not allowed, as well as companies that have committed significant violations of environmental legislation and labor rights, including the use of child or forced labor, and organizations under sanctions, involved in corruption investigations, or having significant reputational risks. Transport and other expenses related to receiving prizes are borne independently by the winners.

8.3. Tax deductions related to receiving prizes are borne by the Competition Organizers.

8.4. All annually changing elements (nominations, criteria, composition of the commission, size and form of prizes) are approved by the Organizing Committee through a separate decision.

9. **Results of Determination of Winners:**

9.1. To determine the winners, a commission is created, the composition of whose members is approved by the Organizing Committee.

9.2 The decision on winners is made based on the total evaluation of the commission.

9.3 The composition of the Competition winners is approved by the Minutes of the Commission meeting.

9.4. The organizers notify about the results of the Competition and the date of the award ceremony directly by telephone and e-mail within 10 days from the moment the winner is determined.

9.5. Responsibility for providing contact details and the accuracy of the provided data is borne by the Competition Participant.

9.6. The Bank is not responsible for incorrectly specified details, any malfunctions in the network of mobile and landline communication operators, which may lead to untimely notification of the winner.

9.7. Winners receive diplomas, honorary badges, and material prizes. The nature and scope of prizes are determined annually by the Organizing Committee.

9.8 Official information about the Competition is published on all organizers' websites, while all official partner channels are considered equally authoritative. In case of amendments or additions to the conditions, or a decision to suspend the Competition, Competition Participants are notified by posting an announcement on the corporate website of the Ministry of Natural Resources, Ecology and Technical

Supervision of the Kyrgyz Republic (www.mnr.gov.kg); Mastercard (<https://www.mastercard.com/kg/ru.html>); UNDP (www.undp.org/kyrgyzstan); and OJSC “Eldik Bank” (www.eldik.kg).

10. Prize Receiving Conditions:

10.1. Prizes are awarded during the award ceremony.

10.2. The adopted decision of the Commission regarding the results of the Competition is final for all Participants and is not subject to appeal.

10.3. These Rules and amendments thereto enter into force from the moment of their approval by the Organizing Committee.

10.4. These Rules, as well as amendments thereto, are posted on the website of the Ministry of Natural Resources, Ecology and Technical Supervision of the Kyrgyz Republic (www.mnr.gov.kg); Mastercard (<https://www.mastercard.com/kg/ru.html>); UNDP (www.undp.org/kyrgyzstan); and OJSC “Eldik Bank” (www.eldik.kg).

11. Communications and Visual Identity (Co-branding)

11.1. Principle of equal visibility: All Competition communication materials ensure equal visibility of all organizers and partners, without highlighting one partner as dominant.

11.2. Logos: The organizers’ logos are placed in a single partner block without hierarchical priority.

11.3. Order of mention: The order of listing partners in communication materials may vary depending on the format, while not reflecting the hierarchy of responsibility.

11.4. Joint approval of communications: All key public communication materials (press releases, press kits, key visuals, campaign video content) are agreed upon by all organizers.

11.5. Communication roles, approval procedures for materials, branding, and media strategy are regulated by a separate document, the “Communication and Visual Plan of the ‘ESG Leader’ Competition”, approved by the Organizing Committee.