

Regulation

OF THE PROCEDURE FOR THE INTERNATIONAL AWARD

"MY AFFECTIONATE AND NECESSARY ANIMAL 2025"

1. GENERAL REGULATIONS

1.1. The award "My affectionate and necessary animal" is held in order to increase the tourist attractiveness of the municipality, as well as to educate residents of the Zelenogradsk Municipal District of the Kaliningrad Region, the Kaliningrad Region and foreign countries a sense of responsibility for the world around them.

1.2. The aim of the award is to select heroes from among animals, public organizations and people who committed respectable deeds in 2025, which caused a wide response in the media and social networks, as well as journalists and bloggers who raised important topical issues of interaction between humans and the animal world.

1.3. The award dates are from July 16, 2025 to May 31, 2026

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2. MANAGEMENT OF THE AWARD

2.1 General management by selection applicants and the organization

the solemn ceremony is carried out by the organizing committee specially created for these purposes. The coordinator of the organizing committee interacts with the participants of the competition and the members of the jury.

3. AWARD PARTICIPANTS

3.1. The candidates for the award "My affectionate and necessary animal" are animals who have committed important and worthy deeds that caused a wide public response in the media and the Internet in 2025. The nominees are determined by the organizing committee during monitoring.

3.2. The candidates in the special nomination "Responsible for those" are people, public and commercial organizations of all forms of ownership that do not have the status of foreign agents, who have distinguished themselves most in the protection of wildlife, whose activities do not violate legislation, as well as local regulations, which were published in the media during 2025.

3.3. Any citizen of Russia and another country can declare a participant by sending an application in any form by January 15, 2026, as well as a link to a publication (any other material) in an officially registered media outlet that does not violate the laws of the Russian Federation, published from January 1 to December 31, 2025. Applications are accepted through the form on the official website of the Award <https://dobrovserdce.ru> or by e-mail dobro_v_serdce@mail.ru.

3.4. Summing up the results is carried out by the jury of the competition within the time limits set by the organizing committee and is formalized by a summary protocol. The voting instructions are communicated by the organizing committee to each member of the jury.

3.5. The protocol is posted on the official website of the administration of the Award <https://dobrovserdce.ru/ru/>.

4. THE PROCEDURE FOR DETERMINING THE LAUREATES

4.1. Based on the submitted applications, as well as on the results of media monitoring, the organizing committee of the award "My affectionate and necessary animal" transmits the list of applicants to the members of the jury of the award.

4.2. The full list of applicants is also posted on the Award's website.

4.3. Each member of the jury draws up a voting protocol in closed voting mode and submits it to the organizing committee of the award.

4.4. Based on the summary protocol, the organizing committee determines the laureates and diploma holders of the Award by the end of 2025.

4.5. Within the time limits and according to the rules established by the organizing committee, everyone can vote for any nominee on the Award website, thereby determining the winner in the "Popular's Vote" nomination

4.6. The award ceremony for the laureates and diplomats will be held at a solemn ceremony in Zelenogradsk as part of the traditional municipal holiday – the Birthday of the Zelenogradsk Cat.

4.7 The Organizing Committee of the Award has the right to disqualify nominees for:

- disrespect for the Award, members of the jury, members of the organizing committee, nominees
- provocative and offensive publications, comments on social media, campaigning against other candidates
- violation of the rules of popular voting.

5. THE TIMING OF THE AWARD

5.1. From July 16, 2025 to January 15, 2026, applications are accepted, the members of the organizing committee check the submitted applications for compliance with the Regulations on the International Award “My affectionate and necessary animal 2025”

5.2. The solemn ceremony of awarding the international award "My affectionate and necessary animal" will be held in Zelenogradsk in 2026.

5.3. The terms of the jury's work and the conduct of the popular vote, the rules of the popular vote are determined by the organizing committee.

6. AWARDING OF THE WINNERS

6.1 There is no monetary reward provided. The winners of the Award "My affectionate and necessary animal" are awarded:

- 1st place - a prize with the Award logo, as well as an honorary diploma.
- 2nd place - honorary diploma.
- 3rd place - honorary diploma.

6.2. The laureates in the special nomination "Responsible for those ..." are awarded

- 1st place - a prize with the Award logo, as well as an honorary diploma.
- 2nd place - honorary diploma.

- 3rd place - honorary diploma.

6.3. According to the results of the "Popular's Vote", the laureates are awarded a prize with the Award logo.

6.4 It is possible to establish additional prizes, prizes and nominations from the sponsors and partners of the Award – in agreement with the Organizing Committee.

6.5 The winners and prize-winners are invited to the award ceremony in Zelenogradsk, transportation and accommodation costs are carried out at the expense of the host party.