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WTC Moscow: social responsibility is an integral part of business development

Since its opening, the World Trade Center (WTC Moscow) on the Krasnopresnenskaya Embankment has always supported various socially significant projects. Today, WTC continues to uphold the principles of social responsibility and consistently contributes important to society initiatives - ranging from supporting people and charitable organizations to projects aimed at improving the urban environment and preserving nature.

In an interview with BM Moscow Foresight Maria Trubnikova, Director of the Marketing, Information and Public Relations Department provided insight on how successfully such initiatives are being developed at WTC.

Why do you think social initiatives are especially important our days?

Under the contemporary circumstances, charity and social responsibility are becoming more than just initiatives to help those in need. Today, they play a key role in the development of society, economy, and personality. These are strategically important tools in solving social issues, building trust and sustainable development at the individuals, the state and business levels.

I would like to note that over the past four years, when many foreign companies have left the Russian market and been replaced by Russian organizations - corporate philanthropy has entered a new phase of development. More and more

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companies are following the principles of the ESG agenda, and philanthropy aligns perfectly with this approach.

What are the main WTC social projects and charity initiatives?

There are several areas of our activity. Social initiatives - support for employees and their families. First of all, this, of course, concerns our veterans` organization, large families and families of SMO (Special Military Operation) participants. For example, we organize festive events for employees' children on September 1st, New Year's, International Children's Day, and provide targeted assistance.

As for charity in its pure form, for many years we have been collaborated with the E.M. Primakov Children’s Aid Foundation, providing assistance to youngsters and their families facing difficult life situations.

In order to give children a piece of their happy childhood, we regularly organize a variety of excursions, festive events: for example, celebrations for International Children's Day on June 1st and a New Year's charity party and organize a collection of school supplies and sports equipment for September 1st, and much more.

Several years ago, as part of the "Children of Donbass" Foundation project *the WTC* launched an initiative to provide humanitarian and targeted assistance to children from the Donetsk and Lugansk People's Republics in dire need of support.

Now, this initiative has already acquired a completely different scale. As a result of our annual campaign "Help to get ready for school," this year we managed to collect over 2.5 thousand items of charitable assistance: backpacks, notebooks, stationery, sportswear and equipment. Everything necessary for schools in need in the Bryansk region, including those in border areas, where such support is currently in particular demand. We wanted to support as many children as possible so they could start the new school year with confidence, despite the difficult circumstances they had to face. Last year, humanitarian aid was sent to schoolchildren living in temporary accommodation centers in the Kursk region. Earlier, we sent similar supplies to children in Donetsk and Lugansk regions.

To the New Year party, we invite children from Moscow region temporary accommodation centers , where children from Donbass live and study, whose parents are in military service or work in the SMO zone, as well as children from families of KIA servicemen and from socially vulnerable families of the Presnensky district of Moscow.

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Last year, we organized an art exhibition "Art for Life," aimed at supporting and promoting the creativity of young artists with special needs. Such events provide a platform for talented people to express themselves and help raise public awareness of the importance of inclusion and equal opportunities for all. Art can truly be a powerful tool for changing perceptions and creating a more welcoming environment.

Other important initiatives for us included assistance to residents of regions bordering the SMO zone and also a blood drive campaign for wounded servicemen undergoing treatment in military hospitals, including the Vishnevsky National Medical and Surgical Clinical Center of the Russian Ministry of Defense.

The WTC just recently held such an event. Could you please tell us a bit more about it?

That is correct. On September 23, for the 13th time, a mobile blood donation point to collect blood for the Russian servicemen wounded during the SMO was set up. The event was traditionally held with the support of the Vishnevsky National Medical and Surgical Clinical Center of the Russian Ministry of Defense and the Russian Export Center. We started holding such "Donor Days" from 2023, and we do it at least 4 times a year. This initiative consistently evokes a strong and sincere response from WTC employees, representatives of the World Trade Center`s tenant companies (residents) , including employees of state-owned enterprises, the business sector, the scientific community, the IT industry, etc. The hospital doctors note that they find it very easy to organize these donor days at our facility - as all the necessary conditions for a comfortable and safe blood donation have been created here: a spacious and bright room with excellent ventilation is provided, light meals are organized to help donors regain their strength, and volunteers assist with registration and providing information to participants.

Each time, about 200 people take part in the action, which allows to collect approximately 100 liters of donated blood, which is vital for servicemen wounded during the SMO. In addition to those who donate blood during Donor Days, the WTC has an initiative group of donor employees who visit the hospital directly between actions. Therefore, not without pride, I can say that in 2025 the WTC became the winner in the 4th All-Russian "Leader of Corporate Donation" contest, organized by the All-Russian public organization "Russian Red Cross."

In addition, we recently sent humanitarian aid to open an additional hospital in the SMO zone. The delivery included equipment and medical supplies, which will allow the medical facility to be launched in a short time.

In addition to large-scale material and technical assistance, WTC employees regularly weave camouflage nets for the army. This year alone, over 80 high-quality products have already been manufactured - they are highly valued at the frontline.

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For this caring attitude, the WTC has repeatedly received gratitude letters from the military units of the Russian Federation Ministry of Defense, and also medals and was even awarded the Badge of Honor "Alexander Nevsky" (2nd Class, without swords).

Does WTC provide support not only to people, but also to animals?

Yes, you're right. In partnership with the RAY Foundation, WTC regularly helps those unable to ask for help: homeless animals in shelters. We have an annual campaign called "Let`s help shelters together," dedicated to the World Animal Protection Day, which we have been holding over the past 6 years. Anyone, whether the complex's tenant, its employees, or visitors, can take part in it by donating supplies (such as pet care items, veterinary medicines, food, or construction materials) to shelters or money to the RAY Foundation. Or even just with your hands - go and become a volunteer, at least for one day, in one of 30 shelters housing around 15,000 animals. After all, what animals in shelters lack most is simple attention, communication and walks with a person.

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Are there any WTC eco-initiatives?

In addition to helping animals, WTC implements energy - saving and environmental stewardship programs. For example, throughout the complex are placed special containers for separate collection of waste which must be further processed at specialized enterprises, where recyclable materials are transformed into new high-quality items and useful products. Currently, only a small fraction of companies is engaged in waste recycling or pay eco-fees. The World Trade Center implemented this system back in 2019 and thus became one of the leaders in this process among infrastructure facilities of a similar scale. That same year, the WTC launched a program for the collection and recycling of batteries, the decomposition period of which is 110 years, titled - "Hand in a battery, save the planet".

In addition, we regularly organize events that highlight various green initiatives. For example, at the "Renewable Energy Sources in Focus" exhibition, the Renewable Energy Development Association (REDA) and the WTC presented the works of the finalists of the amateur photography competition, which vividly demonstrated the beauty of combining the pristine nature of Russia with modern, eco - friendly green energy production stations.

Just recently, we hosted a photo exhibition "Putorana Plateau. A journey to pristine nature" featuring photographs of untouched nature, the pristine beauty of the Arctic, virtually wild, unexplored places captured through the camera lens.

Every spring we also hold *community cleanup days* and the “Kind Caps” campaign. The World Trade Center Moscow joined this environmental and charitable volunteer project back in 2017 and regularly delivers the bottle caps collected during its activities to specialized collection points. All proceeds from the collected caps are transferred directly to the account of the “Volunteers to Help Orphans” Charitable Foundation to support children with special needs living in foster families, as well as to purchase expensive medical and rehabilitation equipment, wheelchairs and many other essential items.

Speaking about our eco-initiatives, one cannot overlook the WTC Moscow green zone that generates a special garden and park atmosphere around the buildings of the complex. This is a unique oasis of nature within the metropolis business center covering 12,500 square meters, with a variety of garden trees, shrubs from around the world, and rare flowers. For example, our Nedzvetsky apple trees, blooming for just a week in May, are a point of attraction not only for residents of the WTC complex, but also for guests and locals. Everyone is eager to take photos against the backdrop of these pink clouds, and, of course, they are a source of our special pride.

What can you tell us about internal corporate social policy? What initiatives is the WTC developing in this area?

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Caring for World War II veterans and the WTC Veterans` Organization take a special place in our social policy. They receive targeted financial assistance and social support. Various festive events (such as New Year, May 9th, March 8th, February 23rd and others), excursions and interesting trips are also organized for them.

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As an example, WTC veterans recently visited a cheese producing factory: they were able to witness firsthand how cheese is made, learned the secrets of different production stages production, looked at sections where cheeses ripen, and enjoyed a tasting session. Previously, they went on an excursion to the Ethnomir ethnographic park and museum in the Kaluga Region, where they were able to not just walk around, but trully immersed themselves in the cultures of different peoples. Thanks to this initiative, our retired employees can not only have an enjoyable trip and experience plenty of positive emotions, but also see their former colleagues.

It would be improper not to mention various educational excursions and internships organized for students, teachers of Moscow specialized universities and colleges, as well as employees training in various relevant and now in demand areas. Furthermore, on a regular basis we organize sports and team- building competitions for both our employees and tenants. For example, we hold the WTC Table Tennis Cup “Golden Racket”, etc. In September, we held a simultaneous chess match, in which more than two dozen tenants took part. This format helps the WTC complex companies get to know each other better and build business connections outside the office.

Do you have any educational events?

We regularly host various cultural and educational events. This year, for Space Week in Russia, the WTC together with Roscosmos organized the exhibition "Above the Earth: ISS Chronicles," which presented unique photographs taken by ISS crewmembers. Each shot is an opportunity to see the planet through the eyes of those who observed it form the space orbit, and capitalize on the experience that changes our understanding of scale, time, and humanity’s place in the Universe. Last year, they held a photo exhibition called "Beauty of Russia," dedicated to the beauty of different parts of our great country. This exhibition was prepared by an employee of one of our tenant companies, and we helped with its organization at the WTC. This format of interaction also creates a very warm atmosphere of trust and joint creativity within our complex.

And not so long ago we held the competition "WTC autumn plein air". It was attended by plein-air artists, whose works were created on the territory of the complex, in the Krasnaya Presnya Park, on the Krasnopresnenskaya embankment. As a result of the competition, the expert council selected the works of 35 artists, over 60 paintings in total which were presented at the exhibition of the same name. The paintings conveyed the result of the artist’s thoughts, feelings and experiences – capturing the lively pulse and a multifaceted image of the Presnensky district, where the WTC is located at the intersection of cultural, historical and business coordinates.

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What would you like to add in conclusion?

WTC believes that when professionals from different fields find a common language not only in business matters, but also in their desire to help, an environment is being created where social responsibility becomes an integral part of business development.

In conclusion, I would like to thank all the caring people who support us in our efforts to bring joy to children and warmth of hearts to animals, to help those who are in dire need, to support the country during these challenging times and just make this world a better place.

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