



Guidance's Digest on Managing Content of the Website

Information on the Vladimir Potanin Foundation's website meets three criteria: functionality, content-richness and expertness. Staying the major grant giving NGO, we emphasize maximum transparency in our activities and refuse a paternalistic culture in relationships with our grantees. This is achieved by a user-friendly website navigation and clearly presented information. In preparation texts for the website, we avoid the bureaucratic style that lower the information quality.

In preparation the texts for the website, we use the authorized names of the organization, programs and competitions.

Organization name:

- The Vladimir Potanin Foundation
- The Foundation

Programs names:

- Vladimir Potanin Fellowship program (no inverted commas, no abbreviations);
- program "Museum without Borders";
- program "Effective Philanthropy";
- Center for Philanthropy Development (it is acceptable to use 'Center' after it is first mentioned in a text);
- program "Cultural Symphony";
- activities "Innovations and Development";
- program "Support Projects of the Hermitage".

Competition names:

The competition titles are written in inverted commas with the capital letter excluding Fellowship Competition for Master's Students and Master's Program Faculty Grant Competition: these titles are written with the capital letter and without inverted commas.