REGULATIONS
ON THE PROCEDURE FOR HOLDING THE INTERNATIONAL AWARD
«MY AFFECTIONATE AND HELPFUL ANIMAL 2026»

1. GENERAL PROVISIONS

1.1. The international award "My Affectionate and Helpful Animal" (hereinafter referred to as the Award) is held to foster a sense of responsibility for the surrounding world among residents of the Russian Federation and foreign countries, as well as to increase the tourism appeal of the municipality of the Zelenogradsk Urban District.
1.2. The mission of the Award is to select and honor heroes—including animals, non-profit organizations, and individuals—who performed commendable deeds in 2026 that generated widespread media and social media attention.
1.3. The award competition is held from July 1, 2026, to May 31, 2027.

2. AWARD MANAGEMENT

2.1 Overall management of the selection of nominees and the organization of the award ceremony is carried out by an organizing committee specially established for these purposes. The organizing committee coordinator liaises with contest participants and jury members.

3. AWARD PARTICIPANTS

3.1. Nominees for the Award in the "Our Brothers" category are animals that have performed significant and commendable acts which generated widespread public resonance in the media in 2026. The nominees are determined by the organizing committee through ongoing monitoring.
3.2. The nominees for the "Responsible for those" category are individuals, as well as public and commercial organizations of all forms of ownership that do not have the status of foreign agents. They must be those who have distinguished themselves the most in the protection of the animal world, whose activities do not violate legislation or local regulations, and who have been featured in media publications throughout 2026.
3.3. Any citizen of Russia or another country may nominate a participant by submitting a free-form application by January 22, 2027. The submission must include a link to a publication (or any other material) in an officially registered mass media outlet that complies with the legislation of the Russian Federation and was published between January 1 and December 31, 2026. Applications are accepted via the form on the Award's official website at **dobrovserdce.ru** or by email at dobro_v_serdce@mail.ru.
3.4. The summing up of results is carried out by the jury within the timeframes established by the organizing committee and is formalized by a consolidated protocol. The voting instructions are communicated by the organizing committee to each jury member.

4. PROCEDURE FOR DETERMINING THE LAUREATES

4.1. Based on the submitted applications and the results of media monitoring, the organizing committee of the "My Affectionate and Helpful Animal" award forwards the list of nominees in each category to the members of the award jury.

4.2. The full list of nominees is also published on the Award's official website.
4.3. Each jury member completes a voting protocol via a secret ballot and submits it to the award organizing committee.
4.4. Based on the consolidated protocol, laureates and diploma recipients of the Award are determined in each category following the results of 2026.
4.5. Within the timeframe and according to the rules established by the organizing committee, anyone can vote for any nominee on the Award website, thereby participating in the "Popular Vote", the rules of which will be published on the Award website.
4.6. The awarding of the laureates and diploma recipients will take place at a formal ceremony in Zelenogradsk.
4.7 The Organizing Committee of the Award reserves the right to disqualify nominees for:

- disrespect towards the Award, jury members, organizing committee members, or other nominees;
- provocative and offensive publications, social media comments, or campaigning against other candidates;
- violation of the public voting rules, as well as in the event of confirmed vote stuffing (botting/artificial vote manipulation).

5. TIMETABLE OF THE AWARD

5.1. From July 1, 2026, to January 22, 2027, the Organizing Committee accepts and verifies applications to ensure compliance with the Regulations of the International Award "My Affectionate and Helpful Animal- 2026". All candidates will be presented on the Award website.
5.2. The award ceremony for the international "My Affectionate and Helpful Animal" award will be held in Zelenogradsk in 2027.
5.3. The schedule for the jury's work and the public voting, as well as the rules for the public voting, shall be determined by the organizing committee.

6. AWARDING OF WINNERS

6.1 Cash rewards for the winners are not provided. In each nomination, the winners of the Award are awarded:
1st place – a prize with the Award logo, as well as an honorary diploma;
2nd place – an honorary diploma;
3rd place – an honorary diploma.
6.3. Laureates based on the results of the Popular Vote are awarded a prize featuring the Award logo.
6.4. The establishment of additional prizes, awards, and categories by partners is possible, subject to approval by the Organizing Committee.
6.5 The Winners and Prizewinners of the Award, as well as the winners of the People's Choice Award in both categories, will be invited to the official award ceremony in Zelenogradsk. Travel and accommodation expenses are covered by the hosting party.