



## SIBUR BUSINESS PRACTICES

It has been more than a year since the educational platform was first launched. In that time, our subscribers have learnt a lot of new things, and so have we. 2020 will see further improvements in the platform services, with new topics and educational formats added based on the feedback of our partners, i.e. your feedback.

### New services

We keep improving our platform to make it more fit for purpose and user friendly. The Training Programmes block now has filters to sort programmes by focus area, format and dates, while also featuring a search engine to browse through webinars more conveniently. It suffices to choose one of the three topics (SIBUR's Products, Effective Production and Management Practices) and suitable training dates or format (webinar, video lectures, classroom training and online courses) to see the full list of programmes matching your criteria. If you know an approximate name of the training course all you have to do is type it in the search line!

[ГЛАВНАЯ](#) [ОБУЧАЮЩИЕ ПРОГРАММЫ](#) [КОНТАКТЫ](#) [ОБРАТНАЯ СВЯЗЬ](#)

[Главная](#) / [Обучающие программы](#)

## ОБУЧАЮЩИЕ ПРОГРАММЫ

ВСЕ

ПРОДУКТЫ КОМПАНИИ

ОРГАНИЗАЦИЯ ЭФФЕКТИВНОГО ПРОИЗВОДСТВА

ПРАКТИКИ УПРАВЛЕНИЯ

ФОРМАТ ОБУЧЕНИЯ

ВЕБИНАР

Поиск по названию

ДАТЫ ПРОВЕДЕНИЯ

с 02.09.2019

до 14.03.2020

ВЕБИНАР

Новое

13.03.2020

🕒 1 час // 1 hour

**ДОСТИЖЕНИЯ В ОБЛАСТИ БИОПОЛИМЕРОВ // ADVANCES IN BIO-BASED POLYMERS**

Мы запускаем серию двуязычных вебинаров. У Вас будет возможность прослушать мероприятие на языке спикера – английском или подключиться к русскоговорящему переводчику.

В рамках этого вебинара мы поделимся информацией о биополимерах, расскажем о

ВЕБИНАР

11.03.2020

🕒 2 часа

**ТРЕБОВАНИЯ К ПОТРЕБИТЕЛЬСКОЙ ПОЛИМЕРНОЙ ЖЕСТКОЙ...**

На вебинаре будут обсуждаться требования к современным упаковочным материалам, а также нормативные документы, которые оказывают влияние на выбор материалов для изготовления полимерной упаковки, а именно:

• Регламент № 10/2011 Европейской комиссии о

AS PART OF THE PARTNER EXPERTISE PROJECT CUSTOMERS CAN BECOME PLATFORM SPEAKERS AND HAVE THE CHANCE TO SHARE EXPERIENCES.

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Another innovation is the introduction of Completed, New, Popular and Recommended markers, which will make it easier for visitors to navigate through the platform. The New marker will keep you updated on our latest developments so that you don't miss anything important. The Recommended marker will show the programmes that you believe will suit you best. Once you are done studying a material, it will be marked as Completed, helping you to sort out the information you have already learnt.



The New and Recommended markers will help you find the most up-to-date and relevant programmes.

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MAKING WEBINARS AVAILABLE IN TWO LANGUAGES (RUSSIAN AND ENGLISH) IS YET ANOTHER STEP TOWARDS MEETING THE NEEDS OF OUR CUSTOMERS, INCLUDING THOSE FROM ABROAD.

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## Partner Expertise

With our new Partner Expertise project, we invite all customers to try themselves as the platform's speakers. If your company has interesting practices or approaches you would like to share, feel free to join us! For all questions on the Partner Expertise project write to **business\_practices@sibur.ru** (mailto:business\_practices@sibur.ru) or call +7 495 777 5500 (ext. 4928) or +7 926 267 4316 (Anastasia Salnikova).

The project's first webinar saw Tatiana Dowluru, head of marketing and Polymer Membranes and PIR at TECHNOMICOL Corporation, and Ekaterina Kopaeva, Head of Customer Engagement and Promotion of Customer-Centric Practices at SIBUR, speak about customer experience and its decisive role in the digital age, sharing details on how to develop new segments and make partners happy.

A recording of the webinar is available at <https://businesspractices.ru/programs/webinar/185/> (<https://businesspractices.ru/programs/webinar/185/>).


## It's always easier with two languages

Making webinars available in two languages (Russian and English) is yet another step towards meeting the needs of our customers, including those from abroad, more fully. The new format makes it possible to invite international experts thus increasing the number of potential speakers.

On 13 March, the first webinar of this kind titled “Advances in Bio-Based Polymers” was staged, with technical experts Luijkx Romain and Dmitry Kremnev speaking about promising markets and the industry's success stories, including those spearheaded by SIBUR.

A recording of the webinar is available at <https://businesspractices.ru/programs/webinar/210/> (<https://businesspractices.ru/programs/webinar/210/>).

### ДОСТИЖЕНИЯ В ОБЛАСТИ БИОПОЛИМЕРОВ // ADVANCES IN BIO-BASED POLYMERS



Мы запускаем серию двуязычных вебинаров. У Вас будет возможность прослушать мероприятие на языке спикера – английском или подключиться к русскоговорящему переводчику.

В рамках этого вебинара мы поделимся информацией о биополимерах, расскажем о перспективах рынка и успешных проектах в этой области, в том числе в СИБУРе.

В случае возникновения технических сложностей при входе в вебинар с компьютера, рекомендуем подключаться с Ваших мобильных устройств.


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We are launching a series of bilingual webinars. You will have the opportunity to listen the event in the language of the speaker – English or connect to a Russian-speaking translator.


During the webinar we will share information on biopolymers, talk about market outlook and successful projects in this area, including in SIBUR.

In case of technical difficulties during a connection to the webinar from a computer, we recommend connecting from your mobile devices.

**Спикеры**



**Romain Luijkx**  
Менеджер Технического Сервиса // Technical Support Manager



**Кремнев Дмитрий Андреевич**  
Руководитель проекта. Новые проекты и возможности развития

Продолжительность: 1 час

Место проведения: Ваше рабочее место // Your workplace

Начало вебинара (МСК): 13 марта 2020 г. 11:00

**ЗАПИСАТЬСЯ**

*The first bilingual webinar took place on 13 March.*

## Business is a sport in its own right

February saw the launch of a series of webinars hosted by sport stars.

The first speaker was Grigory Drozd, a former kickboxing and Muay Thai world champion, Vice President of the Russian Muay Thai Federation and a member of the Russian Civic Chamber. On 6 February, he hosted a webinar titled “A Victory on the Boxing Ring and in Business”. In case you missed out on this powerful message on a will to win, make sure to watch the [webinar recording](https://businesspractices.ru/programs/webinar/182/) (<https://businesspractices.ru/programs/webinar/182/>). Also don't forget to read our announcements, as we have plenty of valuable information in store for you, including know how from champions who know the pathway to success and recognition.

## Spring schedule

**Don't miss out on the opportunity to sign up for our spring webinars!**

[Efficient control for successful teamwork](https://businesspractices.ru/programs/webinar/192/) (<https://businesspractices.ru/programs/webinar/192/>) – 01 April – New

[How to survive in the world of stress](https://businesspractices.ru/programs/webinar/194/) (<https://businesspractices.ru/programs/webinar/194/>) – 09 April – New

[How to get your things sorted out](https://businesspractices.ru/programs/webinar/181/) (<https://businesspractices.ru/programs/webinar/181/>) – 10 April – Popular

[Working remotely in an efficient manner](https://businesspractices.ru/programs/webinar/218/) (<https://businesspractices.ru/programs/webinar/218/>) – 14 April – Recommended

[Practical tools for efficient remote working](https://businesspractices.ru/programs/webinar/219/) (<https://businesspractices.ru/programs/webinar/219/>) – 16 April – Recommended

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TRIP TO THE FUTURE WAS RECOGNISED AS THE BEST SKILL DEVELOPMENT COURSE IN 2019 BY THE BEST E-LEARNING RUSSIA.

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## Trip to the future

We invite you to take our e-learning course titled “[Trip to the Future. Fundamentals of Customer-Oriented Policies](https://businesspractices.ru/programs/tb/197/)” (<https://businesspractices.ru/programs/tb/197/>), which was developed to expand and promote client loyalty know how by using a wide range of training formats.

As one example, this course employs a rich array of story-telling and gamification tools. All four modules are held together by a single plotline focusing on what our world would look like in more than 100 years from now. The participants will engage in an exciting race to land a tender contract from a large company as a fuel supplier for a new series of spacecraft.

Trip to the Future was recognised as the best skill development course in 2019 by THE BEST E-LEARNING RUSSIA.

We wish you a pleasant journey to the world of the future!

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We also invite you to sign up for our upcoming video lectures:

- [Dreams Come True if You Know These Secrets](https://businesspractices.ru/programs/video_lesson/166/) ([https://businesspractices.ru/programs/video\\_lesson/166/](https://businesspractices.ru/programs/video_lesson/166/)) by psychologist Elena Novoselova
- [How Gadgets Are Changing Our Working Environment](https://businesspractices.ru/programs/video_lesson/188/) ([https://businesspractices.ru/programs/video\\_lesson/188/](https://businesspractices.ru/programs/video_lesson/188/)) by Ilya Balakhnin, an expert in new media
- [How to Get Your Act Together](https://businesspractices.ru/programs/video_lesson/196/) ([https://businesspractices.ru/programs/video\\_lesson/196/](https://businesspractices.ru/programs/video_lesson/196/)) by Maxim Dorofeev, a consultant on self-organisation and productivity
- [????????????????](https://businesspractices.ru/programs/video_lesson/217/) ([https://businesspractices.ru/programs/video\\_lesson/217/](https://businesspractices.ru/programs/video_lesson/217/)) by ????????????????

# TOP 3 WEBINARS

**EMOTIONAL INTELLECT:  
HOW TO CONTROL YOUR EMOTIONS**



**SECRETS  
OF SELF-ORGANISATION**



**OCCUPATIONAL BURNOUT:  
HOW TO GET OVER IT?**



*\*By the number of participants in Q1 2020*

1. Emotional intellect: (<https://businesspractices.ru/programs/webinar/176/>) how to control your emotions  
(<https://businesspractices.ru/programs/webinar/176/>)
2. Secrets of self-organisation (<https://businesspractices.ru/programs/webinar/172/>)
3. Occupational burnout: (<https://businesspractices.ru/programs/webinar/174/>) how to get over it?  
(<https://businesspractices.ru/programs/webinar/174/>)