



ALMA
ALMATY MANAGEMENT
UNIVERSITY

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Arizona State University®

ALMAU

SDG REPORT 2022-2023



THE GLOBAL GOALS



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Introduction



AlmaU fosters an entrepreneurial mindset and spirit in staff and faculty through training, coaching, counselling and supervision, and motivates them to be active and start new projects or initiatives. AlmaU promotes the values of a corporate culture based on mutual respect, trust, tolerance and gender equality.

AlmaU recognises that the success of the university depends on the team, personal qualities, professionalism and efficiency of each of its members. AlmaU provides extensive opportunities for networking with the community, assists in developing business plans, fundraising and the professional development of startups/projects. Management excellence at AlmaU involves organizing an adaptive, comfortable environment where the best ideas and innovations are implemented, where every person is a team player, develops and supports an entrepreneurial culture, and knows how to work in a dynamic environment. International internships, exchange programs and professional development courses are a mandatory component of AlmaU students' education and the career development of faculty and staff.

The University is concerned with mental health, spiritual development, creative culture, and a healthy lifestyle that ensures a high level of physical intelligence. AlmaU supports diversity through an internal Equality, Diversity and Inclusion Policy developed in accordance with legislation and international practice. The policy serves as a guiding document to promote awareness and understanding of equality, diversity and inclusion. This policy is coupled with AlmaU's Code of Ethics to enable action, complaints or reporting of inappropriate behaviour. This policy reflects AlmaU's commitment to equal opportunities and the avoidance of any unlawful or unfair discrimination and harassment in the workplace or place of study.

Global social responsibility and sustainability of education are the main priorities of the University. Social values are integrated into academic programs, practices and extracurricular activities. Integration of social responsibility into the leadership skills and knowledge students acquire is a must. Ethical behaviour is promoted at all levels of educational and social life, including among young people. Young people are involved in projects that address the needs of society and community groups. The University initiates, participates in and conducts socially significant projects, including those that draw attention to the problems of society.

Message from our leaders

“We are making the world better through the development of education, research, and entrepreneurship“

ALMAU'S MISSION



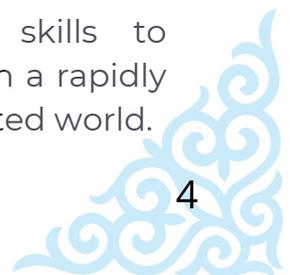
Dr. Assylbek Kozhakhmetov
Founder and President
Almaty Management University
(AlmaU)



Gulnara Kurenkeyeva
Rector
Almaty Management University
(AlmaU)

As an educational institution, we strive to nurture resilience in young people - future leaders - as the main driving force of society to further realise the SDGs. AlmaU has been a signatory of PRME (Principles for Responsible Management Education) under the UN Global Compact since 2009. In 2021, AlmaU, together with a number of universities in Central Asia, initiated the creation of the Eurasian Chapter of the PRME division.

We are proud to follow the third mission of universities and serve our society through the development and support of initiatives in the field of civil society, sustainable development and responsible management education. The future, but also the present, is our youth. They hold the potential to shape the course of our world, to innovate, to lead and to effect positive change. As a society, and as institutions of higher education, it is our responsibility to equip them with the knowledge, values and skills to become effective leaders in a rapidly changing and interconnected world.



Vision 2030

“AlmaU is a globally recognised comprehensive university for people aspiring for the sustainable development of society“

Values

Leadership We strive to be leaders of change, demonstrate entrepreneurial thinking and culture, and manage our own development.

Entrepreneurship We are actively developing the idea of entrepreneurship as a driving force for the growth of the economy, science, and public life, through the dissemination of entrepreneurial thinking.

Integrity We are committed to honesty as the basis for building open relationships between people, and in all our activities we observe the ethical principles of fairness, transparency and integrity.

Sustainable development We contribute to the life of society through education, the multiplication of traditions, and the enhancement of the civic position of young people based on the principles of thrift and equality of development opportunities.

Responsibility We fulfill our commitments and consistently achieve our goals, guided by the principles and norms of professional ethics, and we work under the principle of "Win-Win-Win" to ensure the synergetic success of the university, business and state.



AlmaU TODAY



Accredited



Accredited



ИУ "НЕЗАВИСИМОЕ АГЕНТСТВО АККРЕДИТАЦИИ И РЕЙТИНГА"
INDEPENDENT AGENCY FOR ACCREDITATION AND RATING

Accredited



Ranked 1001+



Top 3
National ranking of leading humanitarian and economic universities in Kazakhstan 2022



Graduate School of Business

Doctor of Business Administration (DBA)
Global Executive MBA (DD with AMS)
Executive MBA in Strategic Management
General MBA
Blended MBA
MBA in Financial Engineering
MBA in Healthcare Management



School of Management

- Global Management (DD with ASU, BSc)
- Management (BSc, MiM, MSc, PhD)
- Marketing (BA, MMkt, MSc, PhD)
- Digital Marketing (BA)
- Content, Marketing and Data Analysis (Marketing) (BA)
- Supply Chain Management (BSc, MiM, MSc)
- Project Management (MiM, MSc)



School of Economics and Finance

Finance (BSc, MFin, MSc, PhD)
Business Analytics and Economics (BSc)
Accounting and Audit (BSc)
Finance and Business Analytics (MFin)



School of Politics and Law

Jurisprudence (BSc, MLaw, LL.M)
International Relations and Economics (BSc)



AlmaU TODAY



School of Tourism and Hospitality
Restaurant and Hotel Business (BBA)
Tourism and Event Management (BBA)




ҚР ҰҚП ІНП РҚ
ATAMEKEN
Ranking 2022
Restaurant business
#1 in KZ



Media and Film School
Public Relations (BA)
New Media (BA)
Content, Marketing and Data Analysis (Media) (BA)


ҚР ҰҚП ІНП РҚ
ATAMEKEN
Ranking 2022
Journalism
Top 3 in KZ



School of Digital Technologies
Information Systems (BSc)
Software Engineering (BSc, MSc)
Data Science (BSc, MDataSci, MSc)
Product Management (BSc, MSPM)
Content, Marketing and Data Analysis (Digital)


ҚР ҰҚП ІНП РҚ
ATAMEKEN
Ranking 2022
IT
Top 15 in KZ



School of Entrepreneurship and Innovation
Business Administration in the field of Entrepreneurship (BBA)
Management in Creative Industries (MiM)
Innovative Entrepreneurship (MiM)



Sharmanov School of Health Sciences
Psychology (BPsych)
Public Health (BSc)



Urban Centre
Urban and City Management (BA)



Sport Management Centre
Sport Management (BA)
Sport psychology (BPsych)



AlmaU TODAY



Institute for Development Education
Training courses



Creative Industries Centre
Projects on creative industries



School of Transformative Humanities
Foundation

Centers & Laboratories

**Neuromarketing &
Neuromanagement Lab**

Online Education Centre

**Centre for Technology
Commercialization**

**Qaynar Bulaq -
coworking space**

SDG & ESG Centre

33 Virtual Studio

**Tea Room - Hospitality
Lab**

Public Speaking Lab



AlmaU TODAY

Leadership

We strive to be leaders of change, demonstrate entrepreneurial thinking and culture, and manage our own development.

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Integrity

We are committed to honesty as the basis for building open relationships between people, and in all our activities we observe the ethical principles of fairness, transparency and integrity.

Sustainable development

We contribute to the life of society through education, the multiplication of traditions, and the enhancement of the civic position of young people based on the principles of thrift and equality of development opportunities

Responsibility

We fulfill our commitments and consistently achieve our goals, guided by the principles and norms of professional ethics, and we work under the principle of "Win-Win-Win" to ensure the synergetic success of the university, business, and state.



8 AlmaU BOARD OF TRUSTEES



Yerkin Tatishev

Chairman of the Board of Trustees of Almaty Management University, Founder and Chairman of the Board of Directors of KUSTO Group



Janat Berdalina

Honorary Member of the Board of Trustees of Almaty Management University, independent director of Polymetal



Zhaksybek Kulekeyev

Advisor to the Chairman of the Board of JSC NC "KazMunayGas", Chairman of the Board of Directors of NJSC Eurasian National University. n.a. L. Gumilyov



Andrey Beklemishev

Vice President of International Data Corporation (IDC)



Nina Yanykina

Managing partner of the 'Delovoy Aliyans' Group of Companies (Russian Federation)



Tan Chin Tiong

Emeriti Professor, Singapore Management University



Assylbek Kozhakhmetov

- President and founder of AlmaU, DBA
- CEEMAN Vice President Central Asia
- Board Member of the UN PRME



Ralph Frederick (Rick) Shangraw

Chairman of the Board of Trustees of Almaty Management University, Founder and Chairman of the Board of Directors of KUSTO Group



Gulnara Kurenkeyeva

- Rector of AlmaU, PhD
- Member of the International Accreditation Council of AMBA & BGA
- Global Accreditations Member of the Asia-Pacific Advisory Council for AMBA & BGA Global Accreditations



Andrey Linnik

Advisor to Chair of the Board of "Aspara Munay" LLP



Gulbanu Pazykhair

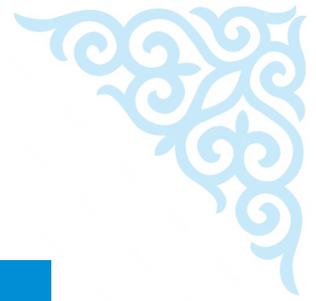
Chair of the Board of the JSC «Altyn Samruk Qazaqstan»



Dinara Seijaparova

Country Manager of the UN Global Compact Kazakhstan

AlmaU in numbers



34 - year
success
story

10 Schools

8 centres
and labs

26 bachelor
programs

13 master
programs

5 doctoral
programs

4500+
Students

450+ staff and faculty
members

15000+
Alumni

130+ partner
universities and
organisations

200+
executive edu courses

10 international
research
projects

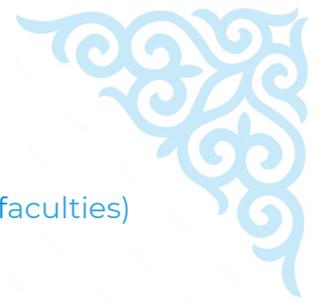
125 publications
indexed
by the
Scopus and WoS

35 double
degree
programs

60+ exchange
programs

16000
sq.m. campus

AlmaU in numbers

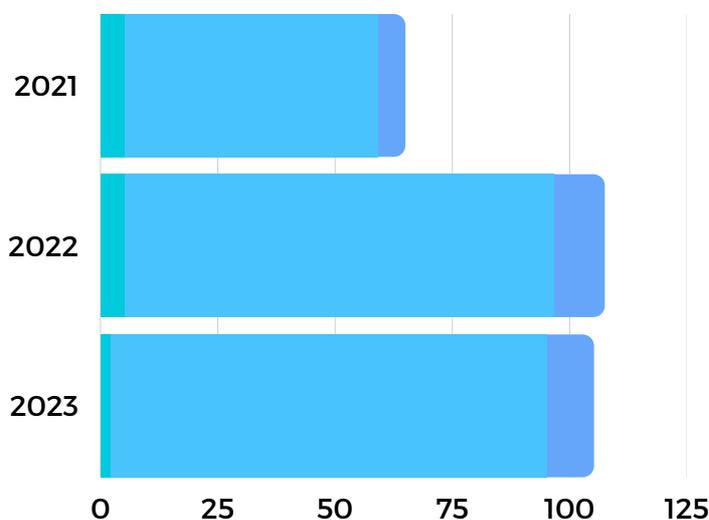


SUPPORT SYSTEM FOR SCIENTIFIC ACTIVITY

- Science KPI system: 300 million KZT allocated in 2022. (more than 100 faculties)
- Motivation fund for scientific achievements - 3 million KZT
- Internal research grants - 5 million KZT
- Research Committee, Ethical Commission
- Dissertation Council
- Service and support: training, access to the database, assistance on projects, etc.

What's our Project Activity?

The amount of funding (in KZT) of scientific projects of AlmaU in the last three years are shown below.

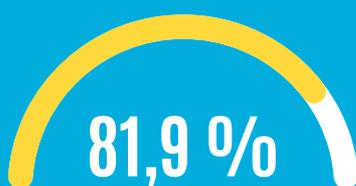


156

and even more publications concerning SDG questions

Alumni

Almaty Management University (AlmaU) received the highest score in the National Ranking of the best universities in Kazakhstan in terms of the demand for graduates among employers. Experts from the Independent Agency for Quality Assurance in Education - IQAA Ranking - conducted a thorough analysis and evaluated the reputation and results of AlmaU in the field of training and employment of graduates. The results data was obtained through a survey. AlmaU also received high scores in the "Expert assessment" qualification - 4.55, and in the direction "Academic activity and employment results" - 65.23 points.



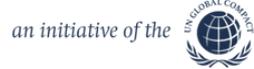
AlmaU's rating in 'Demand for graduates among employers', resulting in AlmaU entering the TOP-5 universities in Kazakhstan.



Membership



PRME Principles for Responsible Management Education



CEEMAN



BABSON COLLEGE

Babson Collaborative for Entrepreneurship Education

Member Institution



IAUP
INTERNATIONAL ASSOCIATION OF UNIVERSITY PRESIDENTS



UASR



ORGANIZATION OF TURKIC STATES
TURKIC UNIVERSITIES UNION



BALTIC MANAGEMENT DEVELOPMENT ASSOCIATION



IELTS™



Measuring Progress

Key achievements and priorities

On the results of Almaty Management University's work for the 2022-2023 academic year, and plans for the 2023-2024 academic year.

Results

1. AlmaU Digital Transformation Strategy approved until 2030
2. Increase of the AlmaU Development Fund
3. Organisation of Winter, Summer and Spring AlmaU Schools Projects: "Uly Balqash shaqyrady", "Rector`s club CA+", "Public Trust&Social, Capital" Leadership Academy for Development in Central Asia
4. New Directions:
 - AlmaU Sharmanov School of Health Sciences
 - Joint MBA program with Antwerp Management School
 - School of Transformative Humanities

Plans

1. HR strategy of AlmaU 2023-2025
2. AlmaU Marketing strategy 2030
3. New Directions:
 - Emphasis on achieving sustainability in school and center development, including financial sustainability
 - Strengthening links with the public sector and the non-governmental sector
 - Launching online programs
 - 2023 is the Year of Science
 - 2023 - 35th anniversary of AlmaU

Measuring Progress

Development of research, and its further scaling and commercialisation, is one of the top priorities for the development of the university.

Historically, AlmaU has mostly been a teaching institution. Nevertheless all faculty members, students and staff have the opportunity to participate in different activities to conduct research in collaboration with local and foreign partners, as well as to join in dialogue and discussions on achievements, innovations, projects development, intellectual work and interdisciplinary studies.

SDG goals completely match the AlmaU strategic objectives and look at sustainable social, environmental, and economic problems. Among main AlmaU activities are joint projects; consulting services; and organisation of forums, conferences, workshops, round tables, short term educational programs. AlmaU supports research that is aligned with priority research areas

Key Indicator	Activity / Project	Data / Outcome
Internal Research Grants Program	To develop the potential of faculty members and young researchers	To encourage faculty members to pursue productive research activities and scientific careers
Research Collaboration Program	For interdisciplinary research	To ensure continued collaboration between academia, research community and industry
International Interdisciplinary Research Program	Internalisation of research methods	To strengthen international research competitiveness, visibility, and recognition

Priority areas of research



Where do we go from here? Sustainability reports are not just about looking back, but also looking forward.

Priority research areas are formed on the basis of AlmaU's long-term development strategy, requirements of international accreditations and rankings, and accepted international partnership commitments (PRME, CEEMAN, etc.), as well as on the basis of social responsibility to society and contribution to the social and economic development of the city and country.

01

Development of a civil society

- Human rights
- Democratisation of society
- Public trust
- Service to society
- Social capital
- Social entrepreneurship
- Social responsibility

02

Health and well-being sciences

- Social well-being and social modernisation
- Sport Management
- Sport Psychology
- Psychology

03

Education

- Improvement of the education system: preschool, secondary, technical and vocational, higher and postgraduate education
- The third mission of universities
- Knowledge management

Priority areas of research



04

Sustainable development and socio-economic transformation

- Reducing inequality
- Increase in incomes
- Quality of working life
- Sustainable economic development
- Sustainable tourism and hospitality
- Sustainable cities and human settlements
- Sustainable consumption and production
- Environmental improvement

05

Engineering and Information Technology

- Artificial Intelligence and Data Science
- Intelligent Management and Decision Making Systems
- Big Data in Decision Making, Decision Theater
- Engineering management

06

Business and Entrepreneurship

- Concept of Management, Marketing and Business Administration
- Design Thinking
- Entrepreneurial Ecosystem
- Family Business and Succession
- Environmental, social and governance (ESG)
- Corporate Social Responsibility

07

Cultural Heritage and National Values in the Modernisation of Society

- Education based on the national code
- Creative industries
- Media and cinematographic research in the conditions of Kazakhstan
- Commonality of history and culture, literature and language, traditions and values in the conditions of modernisation of society (research in the field of linguistics)

Priority SDGs

There are 17 SDGs and 169 targets in total.

While the 17 SDGs are all important and interrelated, some are more relevant to AlmaU Management University (AlmaU) than others. This section identifies the specific SDGs and targets we are prioritising, and demonstrates how they align with our own strategy and goals.

NO POVERTY



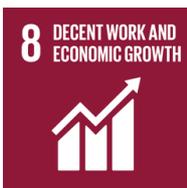
AlmaU provides support (housing, legal services) for students from low income families to enable them to complete university. The university assists the local community through the support, mentorship, and consulting of start-ups and small businesses through relevant education and resources.

QUALITY EDUCATION



AlmaU has dedicated educational outreach activities for the community, mainly through AlmaU Extension short programs, Institute for Education Development projects, Qaynar Bulaq events (co-working point for the community development through cooperation), the Schools' projects, Alumni Association events and Refresh program, and so on.

DECENT WORK AND ECONOMIC GROWTH



AlmaU labour agreements (both employment contracts or civil contracts) comply with the national legislation norms. AlmaU showcases its commitment against forced labour, modern slavery, human trafficking, and child labour.

PEACE, JUSTICE AND STRONG INSTITUTIONS



AlmaU is focused on training highly effective managers in the public sector, as well as managers and specialists for the civil and non-governmental sector. The students are prepared to become state and public figures, engaging actively in helping society to solve modern problems.

PARTNERSHIP FOR THE GOALS



AlmaU attracts state grants and external financing from international organisations, NGOs, and companies to increase the outcomes and scale of science and research. Development of a culture of research activity is implemented through infrastructure, the motivation system, databases, the operation of labs and scientific research centres at AlmaU.

1 NO POVERTY



UNIVERSITY ANTI-POVERTY PROGRAMS

Regardless of the fact that AlmaU is a private university that thrives off the market and primarily depends on the profit from educational services, it has always had a system of grants, scholarships, and discounts.

Apart from the state system of grants, there are 5 types of grants (scholarships) and discounts:

1. Academic (including President's, Rector's and Deans' scholarships)
2. Motivational
3. Marketing
4. Social
5. Corporate (for AlmaU faculty and staff and their family members)
6. External (public, from foundations)
7. By the Graduate School of Business (including the "Limitlessly capable" project)

Academic. AlmaU participates in the system of state scholarships for the graduates of Kazakhstani schools who pass the Unified National Test (UNT). AlmaU provides academic and motivational scholarships for the excellent study results (based on previous results at school, and current results at university) of talented, motivated students as part of social responsibility of the university. This includes the President's, Rector's and Deans' scholarships.

Motivational. These discounts are designated for students from large families and for students' siblings , for graduates of College MAB and other colleges, graduates of Alma School (part of AlmaU educational institutions' ecosystem), for the winners of Tamos Cup, AlmaU Open Cup, Til Bilgiri, Bilimkana academic olympiad in Kyrgyzstan, the awardees of student's contest "Altyn Tamga", and AlmaU Bachelor's degree holders applying for Master's programs.

Marketing. These scholarships and discounts are provided for the winners of contests on particular programs, for the newly launched pilot programs, and for the applicants, who were admitted earlier than others by the Marketing Department.

Social. AlmaU strives to admit students who fall into the bottom 20% of household income (or a more tightly defined target) in the country, and has graduation/completion targets for students who fall into the bottom 20% of household income (or a more tightly defined target) in the country. Such discounts also work for vulnerable groups of society (students with disabilities, students whose parents have disabilities, students from large or incomplete families).

Corporate. A discount up to 100% can be awarded to university employees and their family members for Bachelor's degree programs, Master's degree programs, second higher education (Bachelor's degree level), MBA, DBA, and PhD programs.





AlmaU Library, in cooperation with Connect-Ed Public Foundation (@connectedkz) within the project 'We are for digital equality!', received computer equipment and devices from AlmaU staff and faculty to upgrade and transfer to needy families.

We are glad to inform that 4 sets of personal computers, 1 laptop, 3 tablets, and 3 e-book readers were transferred to the representative of the Connect-Ed company.

All the equipment is checked by the Foundation for operability (and repaired if necessary), the necessary programs are installed or updated, and then the equipment is sent to children all over Kazakhstan.

TVET PROJECT TO AID TRANSFORMING RURAL EDUCATION

Following AlmaU's social responsibility mission, the University, in partnership with Zeinep Higher Multidisciplinary College, held an educational seminar on July 4-5, 2022 as part of the project 'Transforming Rural Education' in the rural school of Lobanovo village, supported by the Educational state department of the Aiyrtau district in North Kazakhstan. 40+ teachers from 8 rural schools considered 'low-income institutions' participated in an intensive, practical educational program to develop their pedagogical and professional skills.

AlmaU continuously contributes to improving the quality of rural education via projects Aiyrtau district in the North Kazakhstan. AlmaU is running an important project based on trust management to recover and rebuild Rural College in Lobanovo Village, aiming to establish an improved rural educational ecosystem in the district starting from May 2022.

MASTERCLASS SERIES FOR SCHOOL PUPILS

AlmaU Qaynar Bulaq hosts free weekly public workshops and master classes on personal and career development for teenagers and school children. The main topics are: IT and Digital Technologies, Financial Literacy, Career design and planning, Life Design, Reading, Writing, Hobbies Development, and Social Media. This helps the local community get access to relevant resources for creating start-ups and sustainable businesses.





ALMAU STORE DAY: FROM STUDENT TO ENTREPRENEUR

There are many students in Kazakhstan who, while still at the university, began to build their business. The development of entrepreneurship, especially youth entrepreneurship, is the most important task for our country and economy. Almaty Management University held the first AlmaU Store Day fair for students who started their projects as part of their studies at the University. These projects are usually related to goods, services, clothing or food. Students from all years of study attended this event.



100 applications from students were submitted, but only 28 participants participated in the fair according to the results of the commission meeting. Among the applications presented were: handmade items, neon signs, jewellery, wish cards, cosmetics, postcards in Kazakh, dates in chocolate, paintings made of epoxy resin, IT school, beauty salon services, mobilography courses and much more.

The main idea of the AlmaU Store Day was to provide students with the opportunity to present their businesses and also to provide a starting point, with the support of the university. It was an invaluable experience for our young entrepreneurs.



10% of the sales were given to the charity of a disabled child. During the entire period of the fair, aspiring entrepreneurs earned 650,515 tenge, of which 66,892 tenge were directed to charity. As entertainment for the guests, a Play Station Zone was installed, collecting 6000 tenge which was also directed to charity.



Concerning the SDG 2 indicator “Prevalence of undernourishment”, the country is on track to maintain the achievement of the goal. Thus, living and studying in the biggest and most economically developed city, our students and employees do not face issues of hunger or food insecurity.

2 ZERO HUNGER



HUNGER PROBLEM

As an ecosystem of more than 5300 students and 550 staff and faculty, Almaty Management University is committed to following the ethical sourcing of food and supplies and environmentally friendly practices.

AlmaU recognises the impact it makes on the environment and the local community. The food served on campus complies with local sanitary regulations and state standards. The food is obtained from local suppliers as much as possible and is recycled to minimise waste. The university follows the Sustainable Food Policy. AlmaU has one student canteen, one student food corner, one cafeteria, and one faculty and staff dining area.

Top managers of some large food-producing companies and farms study on our MBA programs and participate in AlmaU Extension executive education programs. AlmaU MBA graduates are representatives from different sectors, including food production and agriculture of Kazakhstan, Tajikistan, and Uzbekistan.

CAMPUS FOOD WASTE

Campus catering is provided by third parties who conduct the general measurement of food waste. The average annual amount of food waste is around 1100 kg (1.1 tonnes). Where possible, food waste is sent to small agricultural farms located near Almaty.

SUPPORT SOCIALLY VULNERABLE GROUPS OF PEOPLE VIA SERVICE LEARNING COURSES

AlmaU’s compulsory course in Service learning for all Bachelor’s students aims to promote volunteering and charity activity, as well as social responsibility among the AlmaU community, supporting vulnerable groups of people and social issues such as hunger.

INTERNAL RESEARCH GRANTS FOR 2023

One of the winners of the internal research grants for 2023 was the project by Aliya Bayakhmetova - Doctor of Economics, Professor of Practice at the School of Economics and Finance. Topic: The influence of a student's diet on the results of academic study.



SUPPORT FOR PEOPLE AFFECTED BY WILDFIRES IN KOSTANAY REGION

The total area destroyed by the fire disaster of September 2022 in the Kostanay Region exceeded 43,000 hectares of forest and adjacent territories. AlmaU employees organised humanitarian help (mostly food products) for those affected by the fire: 90 residential buildings in settlements and 2091 evacuated people.

ALMAU CAFÉ & FOOD COURTS

AlmaU strives for diversity in food, adapted for the needs of the university's multicultural environment. AlmaU has sustainable food choices for all on campus, serving students, faculty, staff, and university guests with Kazakh, European and other diets, i.e. classic, halal, vegetarian, and vegan options. The food is balanced following the basic standards on health nutrition, including fat, carbohydrates, proteins.

ALMAU FOOD POLICY

AlmaU is committed to the ethical sourcing of food supplies and environmentally friendly practices. The university recognises the impact it has on the environment and on the local community. The food served on campus complies with sanitary regulations and state standards. The food is obtained from local suppliers where possible and is recycled to minimise waste. Food purchasing is focused on maximising sustainability and improving relations with local farmers and suppliers.



3 GOOD HEALTH AND WELL-BEING



AlmaU strongly believes that well-being is the foundation for a healthy and happy life. Therefore, its policies on anti-smoking, health and well-being, and its projects and initiatives focused on mental and physical health are of great importance. In 2022, in accordance with the AlmaU-2030 Development Strategy, the decision was made to establish the **School of Health Sciences**. The school is named after **Toregeldy Sharmanov**.

THE SPORTS MANAGEMENT CENTRE

is a new division of AlmaU, which began its work in March 2022. One of the priorities of the Centre is the implementation of programs in the field of Sports Management, including at the university. AlmaU's programs in the field of sports management are based on international experience and are taught with the participation of experts and professionals working in the industry. The **Sports Psychology** program was delivered in the 2022-2023 academic year in the format of the second higher education (Bachelor's program). The program consists of 20 disciplines. Students of all programs may choose the **Esports management minor**.



ALMAU & KAZAKHSTAN FOOTBALL FEDERATION (KFF) PARTNERSHIP

In January 2023, AlmaU and the football club Kairat FC signed an MOU to establish long-term partnership activities aimed at internships for students at the club, and joint R&D. Club experts, including UEFA speakers, continuously participate in the AlmaU learning process and extracurricular activities. The main purpose of the memorandum is to popularise football among the population, as well as to improve the skills and competencies of management in the football industry. Within the framework of the agreement, it is planned to launch educational courses and programs for football managers. The training will consist of four programs, the first of which was held in March 2023.



TRAINING OF FOOTBALL MANAGERS

From March 27 to 29, 2023, an offline intensive on "Management of the soccer organisation" was held within the framework of cooperation between AlmaU and the Kazakhstan Football Federation (KFF). It was organised for the heads of football clubs of the Premier League and the First League of Kazakhstan. KFF and AlmaU continue their successful cooperation aimed at the development of football and professional development in the football industry. Within the framework of this partnership, an online educational program "Football Management" was launched, attracting more than 50 participants. The online course program included teaching from leading experts of the football industry, heads of clubs from the Professional Football League of Kazakhstan, faculty members of the MBA programs of AlmaU and international experts from Russia, Ukraine, Turkey and other European countries.



ALMAU SPORT LIFE

In the **Sport and Art Zone** at AlmaU, the following sport sections are available for students to choose from: football, basketball, volleyball, table tennis, sambo, jiu-jitsu, karate Kyokushin, yoga, running, gym and hiking/alpinists club. During the academic year, the university holds various sport events: football, basketball, volleyball and table tennis tournaments. The AlmaU staff and students team is assembled for the annual Almaty Marathon. The AlmaU healthcare and insurance HR policy includes medical insurance for every employee with 1-year of full-time work experience at AlmaU. The current medical service provider is **Healthcity**. AlmaU staff may also choose to go to the gym with special corporate rates at the **CHAMPION Sports Complex** and **Esentai Fit+Spa**, which have organised corporate discounts for AlmaU employees and their family members.



ALMAU SHARMANOV SCHOOL OF HEALTH SCIENCES

Academician of the Russian Academy of Sciences and National Academy of Sciences of the Republic of Kazakhstan, Toregeldy Sharmanov, made a huge contribution both to Kazakhstan health care and to the world. He was awarded the highest award of the World Health Organization - the Leon Bernard medal, and he is also the founder and president of the Kazakh Academy of Nutrition. To honour his contribution to the national healthcare system, the school was named after him.



ALMAU MOUNTAIN CLUB

AlmaU Mountain Club is responsible for curricular and extracurricular activities that promote:

- a healthy lifestyle
- awareness of ecological problems
- development of sustainable tourism in the region
- mountain climbing safety among youth

ALMAU TEAM AT ALMATY MARATHON 2022

On September 23, the AlmaU team participated in the largest sports event of Autumn - **Almaty Marathon, 2022**. The AlmaU Team included leadership, staff, faculty, students, and partners of the university, 37 people in total. Our team took part in all available distances - 10 km; 21.1 km; 42.2 km. To support the participants, AlmaU hosted a series of public lectures organised by the Centre of Sport Management, that aimed to provide professional consultations and recommendations for runners. These included:

- analysis of the route, by experts Saltanat Kazybayeva, Aitimov Madi .
- professional recommendations for runners during marathons, by Aziz Iskakov.
- training with psychologist Victor Malchikov, a runner, triathlete, IronMan participant, climber, and prize winner in swimming and running competitions, who has also experienced 25 full marathon distances of 42 km.



RESEARCH GRANT

An AlmaU researcher received a grant from the science committee of the Ministry of Education and Science of the Republic of Kazakhstan - grant funding for young scientists under the “Zhas Galym” project for 2022–2024

Elmira Orazgalieva, PhD, started the project: **“The quality of digital services of medical institutions in Kazakhstan during a pandemic: assessment methodology and improvement mechanisms”** between 2022 and 2024.

The goal of the project: Based on an assessment of the current state of digital services of medical institutions in the context of a global pandemic, the goal is to develop organisational and economic mechanisms and marketing strategies that help improve the quality of digital services of medical institutions in Kazakhstan.

Description of the project: Digitalisation is important for the development of the state and ensuring that public administration is results-oriented, which can have an impact on improving the quality of life of citizens and business activities. If this tool is used correctly, it can be used for the purposes of planning, monitoring and evaluating the performance of government agencies, and obtaining information in near-real time. Improving the quality of medical services requires the prioritising of the development of the e-health sector, and the transition to paperless document flow.

Complete digitalisation of the healthcare system is a long-term goal that no country in the world has yet achieved. At the moment, in Kazakhstan, certain medical documents are already maintained **only** in electronic form, and certain types of services are provided electronically, but there are entire sections ahead that are not covered by digitalisation. The problem is that, despite understanding the importance of healthcare digitalisation, there are no clear and understandable indicators for further action. Also, the scientific component of the concept of digitalisation of medical services in the world and in Kazakhstan remains largely unexplored.

Despite the active introduction of digital technologies, the quality of digital medical services does not improve, and there is a low assessment of satisfaction with medical services. At the same time, digital technologies are a tool for improving the quality and effectiveness of medical care. It is not the introduction of digital technologies itself that improves the quality of people’s lives, but the collection of data with the help of which the right decisions are made, and the right communication tools are used. If there are factors that negatively impact the consumer when using digital technologies, it is necessary to carry out a process to assess the quality of medical services.

Since the digitalisation of medicine is aimed at meeting the needs of patients, a consumer approach should be used for evaluation, which, based on the results of consumer surveys, reflects the degree of satisfaction with medical care. Nowadays, consumers of medical services have proven to be more advanced than medical institutions. Often communication occurs between consumers. In order to improve the quality of medical care in the context of digitalisation, it is necessary to create an information platform for communications between consumers and doctors.



ALMAU VOLUNTEERS SUPPORTED THEIR COMPATRIOTS AT THE WORLD GAMES IN GERMANY



From June 16 to June 25, 2023, Berlin hosted 7,000 **Special Olympics** athletes and their partners from approximately 170 countries. The athletes were supported by more than 3 thousand coaches and 20 thousand volunteers. Special Olympics is the world's largest sports organisation for children, teenagers and young adults with special educational needs, providing year-round opportunities to train and compete in many Olympic sports.

The organisation transforms the lives of athletes with mental disabilities through their athletic achievements. This year, the largest inclusive sports event took place in Berlin for 9 days. Thousands of athletes with intellectual disabilities competed in 26 sports.

The pioneers that allowed volunteers to accompany athletes at the Olympics was the Almaty branch of the NGO 'Kazakhstan Special Olympics', headed by the director and head of the 'Service Learning' project at AlmaU, Gulnara Asemkulova.

The team of volunteers was formed through careful selection and interviews, which took place across three stages. Participants who successfully completed stage 1 were interviewed by special members of the 'Organising Committee gGmbH'; out of 150 participants, only 30 participants (including AlmaU) became real volunteers of the Special Olympics World Games Berlin 2023.

"During the sport competition, our students were involved in various activities such as maintaining sports facilities, helping to organise meals and accommodation for participants and guests of the event, conducting excursions, assisting with translation, and working in information centres. Our volunteers got acquainted with different cultures, received new knowledge and qualifications, and also made friends with other volunteers from all over the world.

I believe that high moral qualities, humanity, improving life around, and helping people are the duty of every person," emphasised Gulnara Asemkulova, head of the 'Service learning' project.



Almaty Management University initiated the expansion of the institution's academic programs in order to serve the fast-growing demand for post-secondary education across Kazakhstan and Central Asia. As part of the initiative, in 2021, the university joined the **Cintana Alliance**, enabling its students to benefit from collaboration with some of the world's most innovative institutions. In addition to benefitting from cutting-edge curriculum and learning practices, AlmaU students now have the opportunity to earn a degree from the Alliance's flagship partner, Arizona State University.

4 QUALITY EDUCATION



Among around hundred institutions in the country, AlmaU was selected to join the Cintana Alliance, a global network of ambitious universities working together to build and scale high-quality academic programs that respond to their country's economic needs. As a member of the Cintana Alliance, AlmaU will have access to Arizona State University's online curriculum and expertise in digital learning earning; insights into how to build a world-class research program; and articulation agreements that enable students to earn an Arizona State credential or degree.

AlmaU is working with Cintana's team of experts who have decades of experience in building and growing universities around the world. The collaboration between Arizona State University and AlmaU is expected to strengthen domestic higher education and promote Kazakhstan's brand in the international scientific and academic environment.

THE CINTANA ALLIANCE



AlmaU dedicates educational outreach activities to the community through **AlmaU Extension** short programs, **Institute for Education Development** projects, **Qaynar Bulaq** events (co-working point for community development through cooperation), the Schools' projects, AlmaU Mountain Club hiking and travels, Alumni Association events and Refresh program. Service-learning course is a unique for the country project by the School of Politics and Law, charity events are organised by DOS, Remus and SDG Legion student clubs.



RESEARCH GRANT

“Development of an Anti-fraud and Automatic Analytics System for a Testing Platform based on Machine Learning” project

Abeshev Kuanysh, PhD, received a research grant from the Science Committee of the Ministry of Education and Science of the Republic of Kazakhstan - funding for young scientists under the “Zhas Galym” project for 2022–2024.

Project description: The plan is to develop an anti-fraud system using data on time spent on answers in tests and automatic analytics for a testing platform based on machine learning. As a result of the project, a model of the anti-fraud system will be obtained, which will allow identifying behavioral signs for different tests. The system will create a report (analytics) on the test, which will give an idea of the test - at what point which students started and finished the test, the average time to answer each question and the deviation from the general behavior of each student. This will enable the teacher to understand the general behavior of the group. The results of the research should make it possible to use the developed algorithms in other testing systems and proctoring systems.

Goal of the project is to develop and implement algorithms to detect fraudulent actions on the part of students during online testing and automatically create analytics related to the testing process.

Project objectives:

- 1) Collection, preprocessing and labeling of data. The data needs to be filtered and put into a format in which machine learning models can be applied.
- 2) Conducting experiments with different machine learning models to detect fraud. Verification and validation of models.
- 3) Implementation of the best models in the testing platform.
- 4) Approbation of the testing platform and system scaling.



RESEARCH GRANT

“Development of an Innovative Model of Practice-orientated Learning in the Entrepreneurial Education Ecosystem of a University, as an Integral Condition for the Development of the Country’s Innovative Economy.

Implementation years: 2022-2024.

Bisengul Igenbaeva, PhD, received a research grant from the Science Committee of the Ministry of Education and Science of the Republic of Kazakhstan - grant funding for young scientists under the “Zhas Galym” project for 2022–2024.

Description of the project: The project presents modern approaches to creating an innovative model of practice-orientated learning as an integral element in the entrepreneurial educational university ecosystem.

The goal of the research is to develop a comprehensive model of WIL that enhances the relationship between industry and university. Through theoretical justification and expert analysis, this model will focus on aligning students' skills and experiences with the needs of companies.

Project objectives:

Stage 1, 2022 - Explore existing approaches to the construction of practice-orientated education of students in domestic and foreign practice to theoretically comprehend the knowledge accumulated in this area.

Stage 2, 2023 - To develop an innovative model of practice-orientated education, containing new approaches, processes, mechanisms, and innovative forms of cooperation between universities and companies for the development and implementation of student projects under the order of companies.

Stage 3, 2024 - To test an innovative model of practice-orientated learning in the entrepreneurial educational ecosystem of the Kazakh university.

EXECUTIVE DIRECTOR OF SEI IS IN ADVISORY BOARD

Ksenia Yuzhaninova-Karadenizli, Executive Director of the AlmaU School of Entrepreneurship and Innovation, joined the **Babson Collaborative Entrepreneurship Education Advisory Board**. This outstanding advisory body, consisting of 6 leading experts from different countries among the partners of Babson Collaborative, brings together experienced specialists in the field of education who strive to make a significant contribution at the international level.



The most important task of the members of the Advisory Board is to represent the interests of our members and to help ensure the relevance, timeliness and value of the programs, benefits, and services provided by Collaborative. Thanks to their extensive experience and fruitful cooperation over many years, the members of the Management Board contribute to determining the annual goals of the Directors for cooperation within the Babson Collaborative, as well as provide feedback and recommendations on the benefits, recognition and involvement offered to members.



Rector Gulnara Kurenkeeva was elected **Chairman of the General Meeting of the League of Academic Integrity for 2023**. The League of Academic Integrity is an association of organisations of higher and postgraduate education in the Republic of Kazakhstan, whose mission is to improve the quality of education in the country by promoting and implementing the ten fundamental principles of academic integrity.

AlmaU has joined the **PRME Champions 2023** program. PRME Champions is the flagship program of PRME, a community of higher education institutions that are signatories of the initiative, whose mission is to develop thinking and practical skills in the field of responsible management in the context of the UN Sustainable Development Agenda.



PRME CHAMPIONS 2023

ADAL АКАДЕМИАЛЫҚ ДҮҚ ЛІГАСЫ

In October 2022, Senior Lecturer of the School of Management, Aurora Diaz Soloaga, visited Harvard Graduate School of Education to attend the 1st workshop organised by **PRME (i5) Expert Pedagogy Group (ExPeG)**. Aurora Diaz Soloaga is an active member of the **PRME Eurasian Chapter**, which is currently chaired by AlmaU. Aurora is a member of the Pedagogy Expert Group, a group of professors from around the world who share a deep conviction about sustainable development, and an insatiable passion for innovation and learning.



The PRME (i5) Pedagogy Expert Group comprises 18 representatives from each of PRME's respective 17 Regional Chapters, and one representative from the Responsible Management Education China Academic Committee.

After working on this project (i5) for six months, on **October 24-25 the ExPeG** (Pedagogy Expert Group) met for the first time in person with the PRME, PZ and Sulitest teams **at Harvard**. There, they continued the inspiring work and conversations that are fostering the first and impactful i5 moment. The Project Zero team at Harvard Graduate School of Education is leading the endeavour, with the generous help from The LEGO Foundation and the advices of Sulitest, an expert in evaluating sustainability literacy and its progression.





In June 2023, at the UN Headquarters, **Aurora Diaz Soloaga** received a very special award for the work of the last 1.5 years. The i5 Award of Excellence presented to Aurora recognises the “outstanding work of hers as an Expert Pedagogy Member of The Impactful Five (i5): Learning in Leadership Education project and contributions toward pedagogical adoption of playful learning for holistic development in higher education”.

On June 12, 2023, a meeting of the PRME Council was held in New York, followed by the PRIME 2023 Global Forum. **Founder and President of AlmaU Assylbek Kozhakhmetov** was a member of the PRME Council for the last three years. In June, the President attended the last meeting of the Council, where new members were introduced, and memorable awards were presented to members completing their term of office in **recognition of outstanding work.**



At the annual meeting of PRME in New York, the **SDG Legion** AlmaU student Club was awarded the **second place** among the **best PRME Student Organisations Awards.** The list of our 10 students was read out at the ceremony and published on their website. The SDG Legion student club was established in September 2022. This student organisation promotes, disseminates and implements the ideas of the UN SDGs.



In November 2023, the Graduate School of Business launched the **Global Executive MBA program** in partnership with Atwerp Management School, the leading business school in the city of Antwerp, Belgium. It is a brand-new double degree program for top-level managers with 4 international modules in 4 countries. During the 2-year educational journey students will study at the Graduate School of Business AlmaU (Kazakhstan), and at Antwerp Management School (Belgium), as well as MIT (USA), SMU (Singapore) and Cairo (Egypt).



THE GSB ALMAU AND GSOM EMBA WAS RANKED 24th IN QS WUR 2023

The number of participants in the 6th issue of the ranking reached 227 applications for Executive MBA programs from 49 countries, breaking the record of the previous 6 editions. In 2023, it is the only Executive MBA program in the CIS that was included in the QS World University Rankings: EMBA Rankings 2023 in the **"joint programs" category**. The Executive MBA program of GSB AlmaU and GSOM SPBU is scores of 47.2 out of a possible 100 points and **ranks 24 out of 28** international programs in total.



GLOBAL SIGNATURE COURSES

Global Signature Courses creation is an initiative of Cintana Alliance. They are experience classes taught by professors from different parts of the world. Students get the chance to get new global perspectives without leaving the country through such courses delivered by international faculty who co-teach virtually. In addition, students learn virtually together with classmates from other universities of the Alliance.

In the 2022-2023 academic year, 6 new Global Signature Courses AlmaU were launched with partner universities of Cintana Education:

- Global Entrepreneurship, D. Medetov, Professor of Practice
- Creativity and Innovation, A. Salimbayeva, Professor of practice
- Business analytics, Ch. Kusainov, Professor of practice
- Banking business, Zh. Serikbayeva, Assistant professor
- Principles of Economics, D. Ogai, Professor of practice
- Introduction to Sustainable Mindset, A. Diaz, Professor
- Energy Management, A. Frigerio, Professor

500 SCHOLARS, BOLASHAQ PROGRAM

In recent years, AlmaU teachers have become holders of Bolashaq scholarships for internships in foreign universities under the 500 Scholars project. The Center for International Programs is the administrator of the Bolashaq and 500 Scholars programs.

2020-2021 – 2 people (Assel Aryn, Vice-Rector for Academic Development; Kuznysh Abeshev, Dean of the School of Digital Technologies)

2021-2022 – 6 people (Dinara Umirzakova, School of Management; Raushan Sadykova, School of Economics and Finance; Gaukhar Yersultanova, Center of Languages; Gulnara Ayazbayeva, School of Management; Ailuna Utegenova, School of Politics and Law; Gulmira Bodaubaeva, School of Management)

2022-2023 – 4 people (Aima Kazybayeva, School of Management, Nurken Aubakir, School of Transformative Humanities, Sanim Zhanbyrbaeva, School of Management, Zhuldyz Abieva, School of Transformative Humanities)



5 GENDER EQUALITY



AlmaU strives for gender equality and diversity by offering equal opportunities for study, work, self-development and networking. 60 % of AlmaU students are women.

Programs and extra-curricular activities are targeted to empower young women for life, professional growth, and sustainable performance.

AlmaU tracks the application, acceptance and entry rate for women to maintain the gender balance in the student body.

AlmaU staff & faculty: 75% are women. Approximately 70% of senior academic staff are female.

BREAKING STEREOTYPES AND PROMOTING EQUALITY IN CENTRAL ASIA BY WORLD BANK

The regional division of the World Bank and AlmaU ran a joint event on the topic "Breaking Stereotypes and Promoting Equality in Central Asia" in March 2022. Delegates held a discussion on gender equality, and considered topics on professional competencies, individual abilities and career opportunities. The event was based on trends in the formation of an equal society, and the creation of a more accessible and high-quality range of educational services; as well as the peculiarities of the influence of gender stereotypes.

The EU/UNDP project in Kazakhstan, 'Supporting economic empowerment of Afghan women through education and training in Kazakhstan and Uzbekistan', has been completed with the result of educating 90 women from Afghanistan, who **received language training at AlmaU**. The academic scholarship gives Afghan women and girls the opportunity to get an education and acquire professional skills. By improving Afghan women's access to quality higher education, the initiative aims to build resilience in Afghanistan and the wider region of Central Asia. In AlmaU, along with intensive English language courses, students also studied Russian and Kazakh languages, which are needed in everyday life.

AlmaU promotes UN Women initiatives and has **joined Women's Empowerment Principle Initiatives**. On November 4, 2022 AlmaU hosted the International Round Table for WEPs signatories in Kazakhstan.



RESEARCH PROJECT

PHASE 2: Economic Empowerment of Afghan Women through Education and Training in Kazakhstan, Uzbekistan and Kyrgyzstan Under UNDP funded by the European Union



On 5 August 2022 a new group of Afghan women, participants of EU-UNDP project, graduated from their foundation year at Almaty Management University (AlmaU) and received Certificates of completion of intensive English language courses.

Project manager from AlmaU:
Kaumenova Aigerim, Li Valeria

Project composition:

- Head of Academic Affairs - Aubakir Nurken Abayuly
- Head of Student Affairs - Aigul Doskanatovna Kospanova
- Academic Affairs Manager – Zulfuya Talatovna Ilyasova
- Financial manager - Kuatova Bibisana Nurlanovna
- Administrative Manager – Khomenko Konstantin Yakovlevich

The overall goal of the Program is to strengthen human development in Afghanistan by increasing women's access to quality higher education and technical and vocational education and training (TVET) through cooperation with Kazakhstan and Uzbekistan.

The project is expected to provide more efficient delivery of higher education (Master's, Bachelor's, and Technical and Vocational Education and Training (TVET) certificates) due to the proximity and experience of public and higher education institutions in Kazakhstan, Uzbekistan and Kyrgyzstan in providing international exchange education. Priority sectors for education will be agriculture, applied statistics, and mining, which are considered growth sectors of particular importance for promoting gender equality. The women participating thus gain sufficient employability skills to increase their chances of obtaining meaningful employment, and, by attending specialised summer schools, extracurricular activities and workshops, counteract the potential disruptions women face throughout their careers.

Results of the program: Over three years (2019-2020-30 students, 2020-2021-10 students, 2021-2022-50 students), 100 students graduated, undergoing language training and cultural adaptation to further obtain Bachelor's and Master's degrees in various academic institutions in Kazakhstan. The students were also able to improve their knowledge in the field of personal and professional development thanks to Winter Schools, motivational lectures, and training organised as part of a joint project with UNDP.



ALMAU CLEAN WATER FACILITIES

AlmaU gives free access to clean water on Campus, offering facilities to students, faculty, staff & guests. The university has 2 drinking fountains on the premises, along with drinking water boilers. Water here comes from a filter system containing 3 stages of purification and cleaning.

The filtration systems are specially designed for catering and canteen services. Water consumption is regulated via the monthly bills received from the central city water system. The AlmaU Campus is connected to the central city water system that is fed by the naturally clean mountain glaciers that surround Almaty city.

Sectional toilet flush mechanisms are installed in most of toilet rooms on campus. Students and staff are encouraged to save water. AlmaU's central sewage system is connected to the Almaty city Central city sewage system, which has bio and mechanical multistage filtration.

On-campus cleaning services use certified eco-friendly washing liquids and bio products. Staff and students are encouraged to save water, therefore sanitisers are placed in all public places around the campus.

6 CLEAN WATER AND SANITATION



WATER IN THE COMMUNITY

Following the idea of an influential university, AlmaU focuses on its third mission, which is to contribute to the creation of environmental values beyond its campus.

The project "Uly Balkhash shakyrady" ("Great Balkhash Lake Calls"), initiated and implemented by the VSB team, aims to preserve the nature and fauna of Lake Balkhash, the 15th largest lake in the world. It is unique in that its western part is freshwater and its eastern part is saline.

The purpose of this environmental action is to attract public attention to the problems of pollution and environmental damage of the lake, as well as to develop domestic tourism. The project has been realised with the support of domestic companies and the Kazakhstan Geographical Society.

Since the winter of 2019, 'Uly Balkhash Shagyrary' ice treks, (with more than 150 participants), were held under the leadership of AlmaU President Dr. Kozhakhmetov. The idea bases itself on a 24-kilometre walk along the lake, with the participation of businessmen, journalists, athletes, public figures and students (mainly WSB) who have the opportunity to socialise and share their views on various social topics.



AVAILABLE CLEAN WATER IN THE REGION

AlmaU has built the Multidisciplinary College «Zeynep» in the rural area of Lobanovo village in the North of Kazakhstan as a model for rural education. Zeynep Multidisciplinary Rural College was founded in 2022 based on the former Lobanovsky Rural College (Lobanova Village, Northern Kazakhstan), with the project being supported by Almaty Management University. Zeynep College's Infrastructure, as well as its educational and methodological facilities, were rebuilt and updated by the university.

One of the main innovations was the drilling of a **new water well "El Bulak" in the village of Lobanovo**. The **water supply systems** of the college building were also updated.



7 AFFORDABLE AND CLEAN ENERGY



University measures towards affordable and clean energy

Almaty Management University intends to achieve further energy savings by paying close attention to energy management. For now, the whole building is equipped with energy efficient lighting. Responsible energy consumption is promoted around campus. Lighting is energy-saving, and it set to turn off automatically in certain corridors. Renovation work is partly in process. Starting from the end of 2021, and up until now, AlmaU has spent more than 500 million KZT on renovating facilities and various parts of the campus; that's over 1 million USD.

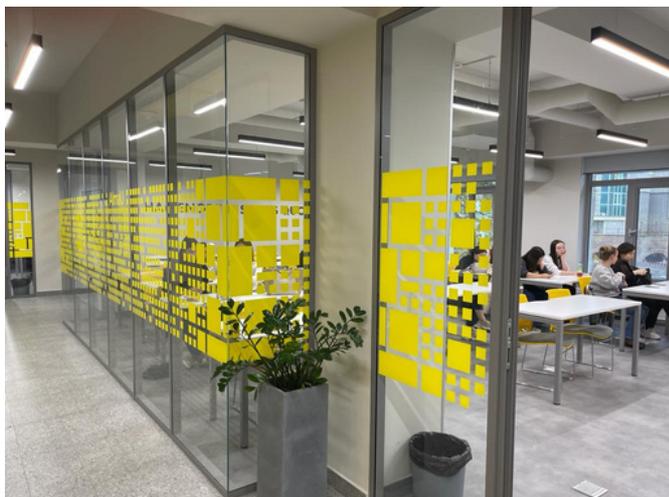
AlmaU's campus is equipped with energy-saving light bulbs, and the windows are wide and untinted to make the most use of daylight, and thus save on electricity and energy. Energy usage is monitored through the monthly billing system and is supervised by the authorised entities from the city and energy providers.

Various representatives and top managers of major energy companies in Kazakhstan have studied on AlmaU's MBA, DBA and executive education programs promoting social responsibility and sustainability in business operations, which in turn helps these professionals make informed decisions about energy-efficient technology and policy making.

The total electricity usage of the Almaty Management University Campus in 2022 was 791144 kWh = 2848,1184 Gigajoule (GJ). The average monthly consumption was 65928 kWh. On the main campus area of AlmaU, electricity is used for lighting, cooling, office and auditorium equipment, canteen and cafeteria appliances, and laboratory appliances. We would like to note that AlmaU has switched to LED lighting and lamps. Almaty Management University intends to achieve further energy savings by paying close attention to energy management. For now, an agreement with a lamp recycling company has been signed, in which the university gathers all used lamps and passes them on for further disposal.



In 2023, the 2nd floor of the western wing of AlmaU's main building was renovated. Entrepreneur and Member of the Board of Trustees, Erkin Tatishev, allocated money for the reconstruction. This type of design helps to save energy due to the large amount of natural light.



FACULTY DEVELOPMENT

- ✓ AlmaU Teacher Development Program
- ✓ 13 events, 300+ participants
- ✓ Summer, Winter, Spring schools at AlmaU
- ✓ Summer school at Zeynep College
- ✓ Renewal Faculty Party
- ✓ Overseas Internships
 - 4 Faculty Bolashak - UIUC
 - IMTA CEEMAN
 - 30 Faculty Cintana faculty exchange
 - Internship at ASU for the Best Faculty Winner

AlmaU

The labour agreements concluded between Educational Institution «Almaty Management University» (employer) and the employee are guided by the legislation of the Republic of Kazakhstan, including the Labour Code.

AlmaU showcases its commitment against forced labour, modern slavery, human trafficking, and child labour.

AlmaU working conditions comply with the national legislation standards, are guided by the best human resources and organisational practices. The working environment and culture comprise of :

- A team of professionals and like-minded people
- High requirements for the quality of teaching
- Development of an entrepreneurial culture
- Academic freedom
- Benefits of trilateral partnership with ASU and Cintana Education
- Generation of knowledge beyond academic disciplines
- Commitment to the success of every unique employee

AlmaU has around 500 secured working places. Safety precautions and secure working conditions are provided on campus. AlmaU has a number of policies that ensure safety, non-discrimination, equal pay, and commitment to non-forced labour. Students have the opportunity to find job placements on campus and are supported by the Career centre to find employment and internships. Staff have the opportunity to earn beyond their official salary via teaching and participation in research and other projects. 10-15% of AlmaU employees are AlmaU graduates - AlmaU has designed a personnel reserve program.

AlmaU has Ombudsmen for staff, teachers and students. These people advocate for fair labor, ethics, and employee rights. For all issues that can be resolved amicably, an appeal procedure is provided.

8 DECENT WORK AND ECONOMIC GROWTH



In terms of the system of remuneration based on labour legislation, AlmaU uses the standard monthly payment system for staff, as well as a credit-based system for faculty, and can implement a service-based and share-profit system for project activities. **KPI** and bonus systems are also widely used starting from this year.

RESEARCH PROJECT

Assessing Challenges for Youth in Kazakhstan and Introducing Innovative Solutions



AlmaU launched a new project with Nazarbayev University under a USAID grant, for implementation from November 10, 2022 to March 31, 2023 - 'Assessing challenges for youth in Kazakhstan and introducing innovative solutions.'

Research staff of the project are: Tyutyunikova Marina, Akpayeva Aliya, and Bizhanova Aliya.

Project Description: The project aims to reduce youth NEET (unemployed and without education) rates by improving the effectiveness of the Kazakh government's prevention, outreach and reintegration policies through project recommendations. Participating partners, which include higher education institutions and the country's network of NGOs, will join forces to effectively implement research plans. Collaboration with a US partner institute will enhance the research capacity of Kazakh subjects through methodological guidance and capacity building in experimental design. It is expected that this partnership will have a sustainable, coherent, comprehensive, coordinated mechanism that will continue to work with the youth after the completion of the project.

The scientific value of the project lies in providing an in-depth overview of the status of NEET and promoting research using innovative research methods. By analysing the global context, the project proposes a better methodology for defining NEET, ways to reach NEET youth, and raises its importance on the policy agenda. As part of the project, recommendations will be developed for the Ministry of Education and Science and the Ministry of Labour and Social Protection, local educational organisations, and government bodies on the implementation of policies and mechanisms in the regions of Kazakhstan, to effectively solve the NEET problem. The project is funded by the United States Agency for International Development (USAID).



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



AlmaU has the aspiration to be a comprehensive world-class university, therefore STEM education is a priority. Partnership with the industry may also create favourable conditions for university spin-offs and further research.

The AlmaU School of Tourism and Hospitality runs dual programs with world famous hotels (Rixos, Rahat Palace - Hyatt, Ritz Carlton), as well as double degrees with Swiss Education Group; these programs include internships at famous hotel chains in Europe. AlmaU Media and Film School is located on the territory of Qazaqfilm, Kazakhstan's largest film studio.

The AlmaU Media and Film School, in partnership with Qazaqfilm, launched the joint program 'Digital film making', a joint activity and Dual studies program utilising Qazaqfilm's infrastructure for hands-on experience and offering scholarships for students.



The **Technology Commercialisation Centre** was launched in AlmaU in 2022 as a connecting point between researchers & industry, which would create new revenue source. AlmaU successfully presented its newly established centre in the format of a round table with the participation of businessmen, industry experts, academia, and venture investors. Delegates discussed the best practices for dissemination in the sphere of commercialisation of Deep-Tech scientific innovations to provide effective solutions for complex industrial problems in August 2022.

AlmaU has been developing education in rural areas for 14 years. Within the framework of this initiative, the opening of a college in the North of Kazakhstan contributes to the strengthening of human capital in the region. This approach also aimed to improve the local standard of living. In the future, it will reduce negative urbanisation trends and improve the region's development. The need to open a college, and the formation of this concept for the development of rural areas is dictated by deep changes in the country's development priorities and a radical change in the vision and meaning of all conductors of rural development.



RESEARCH PROJECT

Research and Development of Scenario Modelling to Support Strategic Planning and Decision-making, Using the Example of Creating Mining Clusters around Regional Universities

AlmaU received a research grant from the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan, and will launch the project for the period of 2023 (July 15) - 2025 (December 31), under the scientific supervision of Myrzakhmet Marat Kumisbekuly.

Using a wide arsenal of methods (webometric methods, institutional modelling, scenario modelling), 11 regional universities and their industrial environment in 9 regions of the country will be studied. The results of the study will allow us to analyse the current industrial policy and consider a number of management decisions facing both authorised bodies - in particular the Ministry of Industry and Infrastructure Development of the Republic of Kazakhstan - and associations of industrialists and entrepreneurs.

RESEARCH PROJECT

Conducting a Study of Creative Hubs and Comprehensive Events in Kazakhstan

AlmaU successfully implemented this project under a British Council research grant in October 18, 2021 – March 31, 2022.

The project manager who led the research was Shayakhmet Dana, Director of the Centre for Creative Industries at AlmaU.

The study was commissioned by the British Council to support the Government of Kazakhstan in its efforts to develop its creative economy. The report draws on the UK's best practice to support the development of policy support for this sector, in the context of the Republic of Kazakhstan.

The results of the research are available here: <https://kazakhstan.britishcouncil.org/sites/default/files/creative-hubs-policy-guide-russian-kazakh.pdf>

RESEARCH PROJECT

Formation of Mapping the Creative Capital of the Pavlodar Region

Years of implementation: November-December 2021

Project manager: Shayakhmet Dana, Director of the Centre for Creative Industries AlmaU.

Grantor: BTS Education.

The map of creative industries of the Pavlodar region was developed by order of BTS Education for the Education Department of the Pavlodar region, within the framework of the project 'Creating a Map of creative industries, including IT industries, of the Pavlodar region.' The research methodology includes quantitative and qualitative research methods.



The study contains recommendations for local executive authorities, educational organisations, businesses, and other stakeholders on the further development of the creative industries in the region. These recommendations were developed using two approaches: 1) Recommendations for solving the problems and issues related to the development of creative industries described in the study; 2) Recommendations on the functionality of the proposed creative hub, as a centralised institution for the support and development of creative industries in the city of Pavlodar and the region.

The research results are available here <https://drive.google.com/file/d/17mEgNf--o-52ycJL5mygYETjBH7VAKrr/view>

RESEARCH PROJECT

AlmaU Centre for Urban Studies acted as co-organizers of the exhibition based on the results of the study "Better at Home", implemented jointly with the Fund for Sustainable Rural Development and the Centre for Modern Culture Tselinny



The project "Better at Home" is aimed at studying the problem of the difference between villages and a cities in Kazakhstan. The main topic of the study was the perception of 'home' by residents of different regions of Kazakhstan. The participants were able to trace the effectiveness of various social projects, the real consequences of the ongoing policies for the development of villages, and the reasons for the existence of a division between life in the village and the city. The result of the laboratory was the publication of a policy-paper, which includes a descriptive research section, photographic materials, and recommendations for the development of villages. The results were unveiled at the presentation, and after that a public discussion took place with the participation of sociologist Dmitry Rogozin, as well as the curators of the project, Alexander Vileikis and Anel Moldakhmetova.



UIEP INNOVATION SUMMER BOOTCAMP

The Central Asia Regional Economic Cooperation (CAREC) region has a vast potential for innovation and entrepreneurship, with a growing number of young entrepreneurs and startup ventures emerging from universities. The CAREC University Innovation Exchange Program (UIEP) is a dynamic two-week innovation study tour across four countries in the CAREC region: Kazakhstan, Uzbekistan, Azerbaijan, and Georgia.

This initiative is designed to foster regional collaboration among universities in the CAREC region, to increase awareness among students about the opportunities available within the region, and to facilitate the development and expansion of their startup ideas. The program offers selected pre-seed startup teams the opportunity to participate in various activities such as workshops, site visits, pitching and mentoring sessions, as well as networking events across the four countries involved.

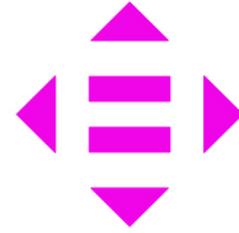
The bootcamp was hosted in English and covered the following topics:

- Workshop
 - Ideation and validation
 - Business models and market analysis
 - Customer development and user experience
 - Legal and financial aspects of starting a venture
 - Scaling and growth strategies
- Site visit
 - Incubators, Accelerators
 - Investors
 - Innovation Hubs
 - Startups
 - Cultural activities, etc.
- Pitching and mentorship
 - Pitching to investors and other stakeholders
 - Receiving feedback
- Networking reception event



In order for tangible changes to come true in the country, the participation of all members of society in the social, political and economic field should be mandatory, regardless of life circumstances. **Inclusive education** requires support from both the state and business. This is not just an item of expenditure, but an investment in the future of our country. The 'Limitlessly Capable' scholarship has become not just a one-time project, but part of the University's CSR and commitment to national wellbeing.

10 REDUCED INEQUALITIES



Support for people with disabilities is necessary for the development of inclusion in the country, and especially their representation in national entrepreneurship. Our project is a contribution to creating a barrier-free environment for everyone and demonstrates our students' limitless capabilities.



Since September 2011, **AlmaU facilities are adapted and technically accessible for people with disabilities.** We are committed to support the desire of people with disabilities to overcome the existing social inequality by acquiring new knowledge and developing their own business ideas and entrepreneurial potential. AlmaU's strategy is aimed at creating an entrepreneurial university. Within the framework of this strategy, AlmaU has developed its Third mission – orientation to society, service to society, contribution to the development of regions, cities, communities, the formation of civic engagement and responsibility. When launching the project, we hoped that our project would contribute to improving the social and business climate in Kazakhstan.



Social scholarships are provided on a competitive basis. We support the desire of contestants to overcome social inequality by gaining new knowledge, developing their own business ideas and advancing their career. The participants of the competition are people with disabilities who strive to start or continue improving their business, achieve new successes in their careers, and create better conditions for other people with disabilities.

Volunteering is strongly supported by AlmaU, especially on the student level. It is not only incorporated into curricula, but also encouraged through the Student relations centre and Students' club.

FREE ACCESS TO ALMAU EDUCATION FACILITIES

AlmaU Library, the co-working space at Qaynar Bulaq, and selected classrooms, offer free public access for those not studying at AlmaU, regardless of their race, religion, immigration status or gender.

In November 2023, the AlmaU Library announced the project of an open-door public library for the community. The public library functions mostly on weekends. The plan is to organise; public readings and discussions of books with a cup of tea; individual and group film watching in Kazakh, Russian, and English languages; book club and cinema club meetings; sessions with a psychologist; and consultations from a geriatrician.



In February, Almaty Management University organised a **round table on the topic 'Issues of the development of the Kazakh language as a scientific language.'** During the meeting, they discussed issues of expanding the scope of the use of the Kazakh language as a language of science and ongoing initiatives and methods for further development of the Kazakh language.

During the round table, Yulay Shamil Ogly, head of the department of Kazakh language and Turkic studies at Nazarbayev University, gave a lecture on the topic 'Academic program of the Kazakh language.' Anar Fazylzhan, director of the Institute of Linguistics, and Anarkul Salkynbay, head of the department of Kazakh linguistics at Al-Farabi KazNU, Baitursynuly University, also shared their thoughts on the problems of teaching the Kazakh language. Kazakh scientists and educational institutions took part in the discussion as well.





184 children's wishes fulfilled

AlmaU has a good tradition that takes place uninterrupted every year. University staff, students, and alumni annually make sure that children will have a New Year mood and helps make dreams come true. This tradition is a link that unites alumni, faculty and students. At the end of 2022, 184 letters with various wishes were sent to Santa Claus from the hospice 'I am with you' - and all 184 wishes came true.

AlmaU hosts digital literacy courses for 'silver age' students

Within the framework of the project 'I am now online', digital literacy courses for students of 'silver age' are held twice a week in the university's large reading room. They learn how to use gadgets, work with government platforms such as egov.kz, communicate in social networks and messengers and much more. The project is based on the partnership of AlmaU's 'Silver University' and the Public Foundation Connect-Ed (@connected_kz) which advocates for digital equality in Kazakhstan.



A social project called 'Saturday Library' is also being launched. The aim of the project is; to organise leisure and employment for the maximum number of residents of nearby neighborhoods and encourage them to engage in mental activity; to organise social enlightenment of district residents through literature; and to instill in them a love for reading and books. After all, especially for pensioners, there are not enough cultural and leisure centres in the city. To solve this problem, AlmaU wants to make the library an open platform for the community.



11 SUSTAINABLE CITIES AND COMMUNITIES



Since the summer of 2021, the ‘university for the city’ concept has run in the format of a co-working and creative space for civic society and the city community, as well as a research and project-based activity. AlmaU operates a space called **Qaynar Bulaq** (‘the boiling point’ in a poetic translation from Kazakh), a creative space covering 335 square metres that welcomes educators, researchers, businesses, students, entrepreneurs, civic activists and members of public organisations and NGOs, representatives of state bodies, professional communities, journalists, and active citizens, to discuss various social, economic, technological and city management problems.

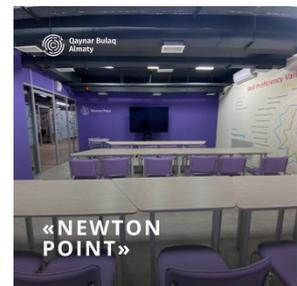
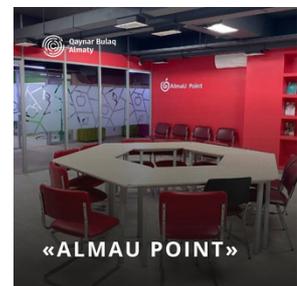
Following the idea of creating an independent dialogue platform between representatives of government, business, and society will result in new forms of cooperation and joint projects to solve the city’s urgent problems and implement successful socio-economic, technological and educational solutions - with 3000+ experts in data bases, 100+ events since the launch and 20+ events per month.

AlmaU Qaynar Bulaq hosts open interactive master class series for Almaty citizens and guests within the ‘Festival of city’ society, which is dedicated to professional development, reskilling, upskilling and new skilling for all in different aspects of life and activity.

AlmaU Qaynar Bulaq hosts free weekly public workshops and master classes on sustainability issues, with the purpose of solving crucial aspects within SDG 1, SDG 2, SDG 3, SDG 8, SDG 11, etc.

The university supports the preservation of arts and heritage by regularly organising exhibitions on the campus premises for free.

AlmaU library, sports and co-working premises are accessible to the public for free.



ALMAU URBAN STUDIES CENTRE PERFORMED AT THE FORUM 'URBATHON AKTOBE - FAIR CITIES'

On December 2, 2022, the second republican forum of urbanists 'Urbathon Aktobe - Fair Cities' was held in Aktobe, organised by the Association of Urbanists Q88, and the Association for the Promotion of Urban Development QazUrban, with the support of the Ministry of Foreign Affairs of the Republic of Kazakhstan and the Akimat of the Aktobe region.

Vice-Minister of Industry and Infrastructure Development, Almaz Idrissov, Minister of Science and Higher Education, Sayasat Nurbek, Akim of Aktobe region Yeraly Tugzhanov, Chairman of Otbasny Bank, Lyazzat Ibragimova, Russian urban studies expert, Arkady Gershman, and Chairman of the Association of Urbanists Q88, Yerlan Aukenov spoke at the opening of the forum and the plenary session.

The AlmaU Urban Studies Centre, represented by Director Anel Moldakhmetova and program leader Ainur Zhubanova, spoke at the session 'Transformation of Public Spaces and Creative Economy'. There was a speech about the role of education in the formation of fair cities, which was the only speech that touched on the topic of education. They mentioned that the opening of the first educational program in urban studies at AlmaU gives legitimacy to education in this field and the knowledge and skills that students receive. We also shared the vision of our program, drawing parallels between the scale of the city (country) and the university when discussing its construction, and highlighting its basis on an integrated approach and a cross-disciplinary view.

AlmaU believes that education is one of the most important means of social mobility and therefore it is necessary to understand and recognise its role in shaping society and its spatial organisation.



In Almaty, AlmaU has its own territory with an area of approximately 1.8 hectares. The educational building consists of two buildings – an academic building (total area 15844.9 sqm), a sports complex with 4 sports halls (total area 1754 sqm). The campus area also includes a football field (area of 800 sqm), and two parking zones for staff and students.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



The buildings are disability inclusive – classrooms, elevators, ramps, and parking spaces are all specially adapted. The AlmaU campus is developing, both in the sense of expanding opportunities and the inclusive environment, and in the sense of improving the quality of services.

AlmaU supports a paperless system to reduce paper in daily workplace. The University uses the ‘Documentolog’ EDMS for document flow. The Rector’s Office has been transferring the creation, verification, registration, approval and signing of outgoing letters to an electronic format in ‘Documentolog’ EDMS. The university has formally implemented the signing of electronic contracts in ‘Documentolog EDMS and since Spring 2021, any inter- and extra institutional agreements to employment contracts use EDS (electronic digital signature) on the doculite.kz service.

The idea of **automating the personnel document flow** of the University appeared in mid-2021, and at the end of 2021, the process of implementing the project was initiated. In November 2022, 90% of the personnel document flow was transferred to an electronic format.

For the period from 30.09.2022 to 05.09.2023 - 11015 signatures in documents were done by means of an Electronic Digital Signature.

Almaty Management University has installed on campus several boxes for separate paper and plastic bottle collection for future **recycling**. The university transfers sorted waste to a local recycling company, KWR (<https://www.kwr.kz/en/>).





In Summer 2022, a special box for the collection of electronics for further disposal was installed in the university, provided by the **Samsung Global Recycling Program**. Any university in Almaty can engage in **Samsung Recycling School** and the contest. Samsung installed on the territory of the university a special box for collecting old devices of any brand.

During the academic year, students and staff of the participating university handed over small electronic equipment and accessories that have served their time. As the boxes were filled, Samsung transferred the outdated equipment to the recycling company for further safe disposal. At the end, the company held a contest with prizes for those who collected the largest amount of electronic waste.



AlmaU, according to the results of the competition, got into the top three and took **2nd place** with a prize - The Freestyle projector.

Samsung Electronics presented a unique environmental sculpture "Tazi", which is made entirely of broken Samsung electronic devices.

As the name suggests, the sculpture is made in the form of a Kazakh greyhound dog – Tazy. The presentation was also attended by environmental activists, bloggers and representatives of major universities. This event provided an excellent opportunity to discuss a hot topic - the proper collection and recycling of electronic devices.



"Tazy", Kuanysh Mukhamedzhanov
Photo: Samsung Newsroom Kazakhstan



To diminish the paper flow and automate processes for higher efficiency of work, the IT department of the university, responsible for the execution of digitalization strategy, accomplished the following tasks within the Documentolog ecosystem, a 100% product of Kazakhstani company. New types of automated document flow systems were created at the request of various divisions, which reduced the paperwork level. It provides a full lifecycle of all electronic documentation within the current business processes of the company.

1. Registration and delivery of postal correspondence.
2. Report on the execution of incoming external and internal correspondence.
3. Protocol documents' reference book (base) for the organizational development department.
4. Application for the annual budget/estimate.
5. Slider and application for issuing an order was divided into two types.
6. Application for PR support.
7. Application for issuing a general order/ operational order.
8. Applications for IT Management were rearranged and new types were added (opening of access and grading AIS Platonus and Hero Study, opening of access to SKD, problems with FaceID, supply of additional equipment). The function of preliminary approval with the manager has been added.
9. Reference book with "Templates".
10. Reference book "Regulations, Instructions".
11. Application for a vacancy. The job application has been completely redesigned
12. Added the ability to create an electronic contract from the application for preliminary agreement of the contract through a new button.

- **AlmaU BOT**
- **Adaptation portal for new employees**
- **New GSB application portal**
- **Internal appliances rental website**
- **Portal for competitive selection of teaching staff**
- **Automated timesheet**
- **E-directory for staff**
- **Budgeting module for financiers**
- **Face ID**

**HUMAN RESOURCE ECONOMY:
1377,5 PEOPLE HOURS
EQUIVALENT TO
12 237 933 KZT**



13 CLIMATE ACTION



The project series "ECO" consists of a range of environmental projects to solve ecological problems in Almaty city and surrounding territories, for example preventing air pollution, planting trees etc.. The projects are implemented by AlmaU Bachelor students studying on the course 'Service Learning'.

The AlmaU School of Entrepreneurship and Innovation hosts regular challenges for students where they present start-up ideas. One of the main criteria is focus on climate action and environmental protection. Students should understand the UN SDGs, and how they can solve them with their start-ups.

AlmaU University participated in the SDSN workshop 'Climate and Energy'

Representatives of Almaty Management University (AlmaU) participated in the SDSN seminar 'Climate and Energy', which took place on November 30th. This workshop aims to bring together experts and professionals from different universities to discuss current issues related to energy and climate change and find possible solutions.



Aurora Díaz-Soloaga, Senior Lecturer in the School of Management, presented the topic 'Reducing Respiratory Disease due to Air Pollution in Almaty, Kazakhstan: a student collaboration between Lehigh and AlmaU'. The UN Sustainable Development Solutions Network (SDSN) was established in 2012 under the supervision of the UN Secretary-General. SDSN mobilises global scientific and technological expertise to advance practical solutions for sustainable development, including the implementation of the Sustainable Development Goals (SDGs) and the Paris Climate Agreement. SDSN works closely with United Nations agencies, multilateral financial institutions, the private sector, and civil society. On January 10, 2022, the Network Strategy Council of the Sustainable Development Solutions Network (SDSN) approved Almaty Management University (AlmaU) for network membership. As a member of the SDSN, all AlmaU staff have privileged access to the networks activities, allowing the university to find and connect with other sustainability experts, promote activities and events, and open up new avenues for funding and collaboration.



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ICE OF BALKHASH AND FLAME OF PARTICIPANTS OF 'ULY BALQASH SHAQYRADY!'

On February, 2023 the III Ice Crossing 'Uly Balqash Shaqyrady!' took place, organised by AlmaU.

Lake Balkhash, which has existed for more than 35,000 years, now needs attention as it is getting shallow and may face the same fate as the Aral Sea. This is a unique lake where fresh water meets salt water. The mission of the project 'Uly Balqash shakyrady!' is to attract public attention to the lake.



15 LIFE ON LAND



In honour of the 30th anniversary of Kazakhstan's Independence, AlmaU Mountain Club organised the climbing of 30 peaks. It organises events on a regular basis, funded by AlmaU and in collaboration with local NGOs, companies, individuals. The events are aimed at:

- Promoting a healthy lifestyle
- Raising awareness of ecological problems and building shared responsibility
- Developing of sustainable tourism in the region
- Promoting mountaineering safety among youth
- Preserving land ecosystems
- Reducing waste in the mountain area

Over a period of 6 months, AlmaU and the Science Fund representatives have been jointly working on the Program on the Acceleration of Scientific Projects. It is important to note that AlmaU, together with the Science Fund, have implemented the program dedicated to the acceleration of scientific projects in the field of ecology, agronomy, landscape design, genetics, beekeeping and other important areas. Within the program framework, a series of training activities was held on May 17 to May 28, for university teams represented by commercial scientists and researchers.

Teams presented 12 projects in the field of ecology, agronomy, landscape design, genetics, beekeeping, etc. during the training sessions, gathering a total of 54 participants. 6 out of 12 projects have a serious potential for implementation.

In March 2023, students of AlmaU and active members of the **SDG Legion Club took part in a peaceful rally in defence of animal rights**, which was organised by @kare.kz. Approximately 400 people took part in the peaceful protest. Pets themselves were among the human rights activists!



AlmaU has been developing education in rural areas for 14 years. The project 'Support to rural teachers' has existed since 2008. There have been 362 rural teachers who have successfully completed the training on leadership, managerial and teaching competences, and interactive and innovative teaching methods.

This project is an example of the creation of sustainable social value that can be replicated by any other institution in the world. The social project is aimed at building a cohort of school-teachers from rural areas who possess strong leadership and managerial skills, and are able to apply innovative teaching methods.

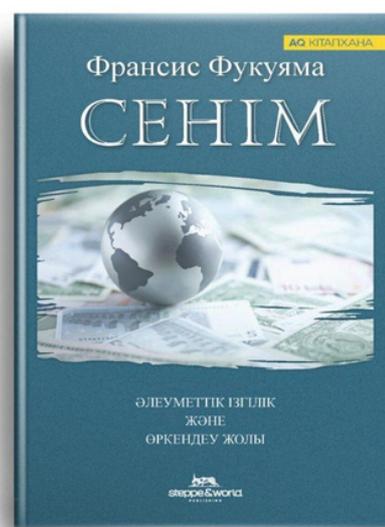
The activities of the School of Politics and Law are inextricably linked with the state and society, the internal and foreign policy of the state, and the political, social, and economic processes taking place in society.

The School is focused on training highly effective managers in the public sector, managers and specialists of the civil and non-governmental sector, and certified lawyers. The students are prepared to become state and public figures by engaging in active social and socio-political activities and helping society to solve modern problems.

One of the main events organised by the School is the annual international conference 'Public Trust and Social Capital'. The discussion of the conference focuses on the existing opportunities for building constructive relationships between government institutions and civil society, and the challenges that currently hold back this process.

Every December, eminent figures from academia, government, business, international organizations, NGOs and the media attend the event as speakers and participants. This conference is a unique platform for the exchange of views, knowledge and best practices. As a rule, the results of studies of the level of public trust in Kazakhstan are presented at the conference. In 2022, Francis Fukuyama's book "Trust" - "Senim" was presented, translated for the first time into Kazakh by Steppe and World publishing house.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



RESEARCH PROJECT

Independent Anti-Corruption Examination of Regulations as a Means of Ensuring the Activities of Law Enforcement Agencies and Protection of National Security

Under the research grant of the Science Committee of the Ministry of Education and Science of the Republic of Kazakhstan - grant funding for young scientists under the “Zhas Galym” project for 2022–2024
Scientific supervisor: Aryn Aizhan, PhD

The anti-corruption examination of normative legal acts (NLA) and their projects, recently legislatively restored by President K.Zh. Tokayev, opens up new prospects in the activities of law enforcement agencies, strengthening the scientific component of combatting corruption in the legislative sphere, which directly affects the state of national security of Kazakhstan. The prepared project is aimed at identifying and eliminating the main causes of shortcomings in the organisation and conduct of anti-corruption examinations of regulatory legal acts and their projects in the Republic of Kazakhstan, based on the achievements of the science of forensic expertology. A solution is provided through the use of comparative legal research of a number of problems caused by the weak justification of theoretical and practical issues of anti-corruption examination of legal acts and their projects, due to the lack of proper legislative ordering in Kazakhstan.

The main objective of the project is to improve the competence of experts in carrying out actions aimed at anti-corruption examination of legal acts and their projects, in the aspect of ensuring the national security of the Republic of Kazakhstan by law enforcement agencies, and developing on this basis the concept ‘On the anti-corruption examination of legal acts and their projects.’

RESEARCH PROJECT

Results of the Sociological Study “Public Trust in Kazakhstan. Barometer of Public Trust”

Year of implementation: 2022

Grantor: Almaty Management University

This study is devoted to the analysis of public trust and trust in (public) institutions in Kazakhstan. The methodology is modelled after the Edelman Trust Barometer study, which has been conducted annually by the Edelman Trust Institute since 2001. Kazakhstan is not one of the countries in which the Edelman Trust Barometer study is conducted. In this regard, AlmaU initiated a study of the level of public trust in Kazakh society, using a methodology as close as possible to the Edelman Trust Barometer, in order to be able to analyse not only Kazakhstani dynamics (2021 - 2022), but also compare Kazakhstan's indicators with those of other countries.

Research results: [link 1](#) , [link 2](#), [link 3](#)

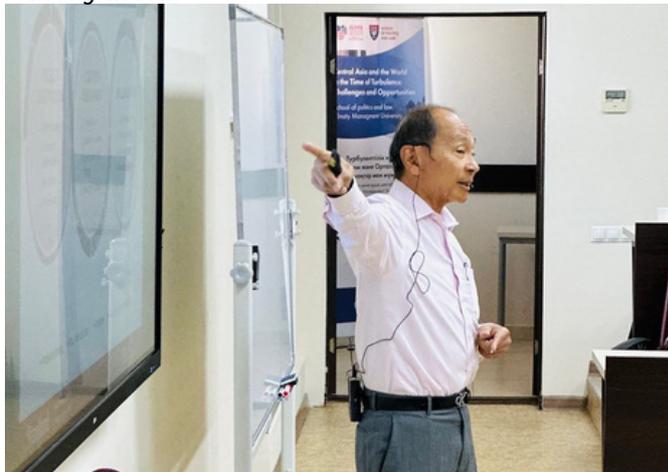


FRANCIS FUKUYAMA ARRIVED IN KAZAKHSTAN: LEADERSHIP ACADEMY FOR DEVELOPMENT IN CENTRAL ASIA

The Leadership Academy for Development in Central Asia program started in Almaty on August 21. This is a five-day program which takes place within the walls of Almaty Management University, delivered for a select group of middle and senior civil servants, as well as leaders of local business and civil society. **AlmaU has become a partner and a university that hosts** such important events for Central Asia. The program began with a lecture ‘Fundamentals for Solving Public Policy Problems’ by Francis Fukuyama.



35 students from Central Asia are also waiting for lectures and case studies from Erica Jensen, Mary Hildebrand, Erica Hontz. In general, the Leadership Academy for Development (LAD) trains government officials and business leaders from developing countries to help the private sector become a constructive force for economic growth and development. It teaches people how to be effective reform leaders, promoting sound public policy in difficult and contradictory conditions.



Along with the aforementioned centre and AlmaU, the course was co-organised by organisations such as the Centre for Democracy, Development and the Rule of Law of Stanford University (CDDRL), and the Central Asian Political Studies (CAPS Unlock).



17 PARTNERSHIPS FOR THE GOALS



Faculty and staff are grouped into research teams according to their spheres of interest. AlmaU attracts prominent researchers and practitioners to arrange R&D works.

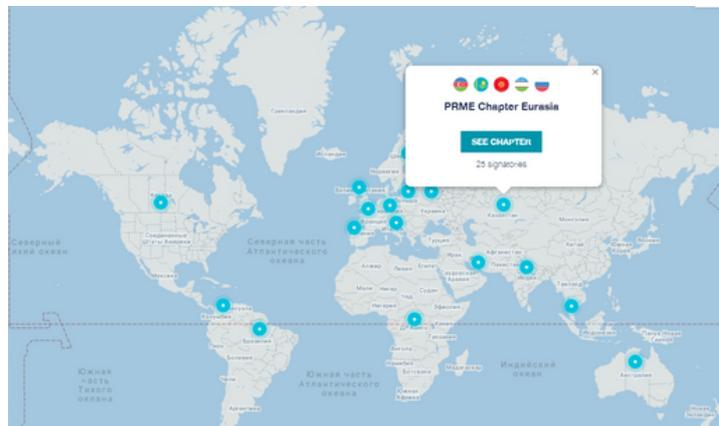
The University focuses on following the spheres of: entrepreneurship, management, business, education, knowledge management, social responsibility and regional development.

The Centre for SDGs & ESG sees its mission as promoting the sustainable development agenda, educating new leaders, and developing innovative solutions in the field of sustainable development of society, government and business. The creation of international partnerships between the Centre for SDGs & ESG, UN agencies, and the corporate sector is a crucial condition for further implementation of ambitious projects to achieve the SDGs and ESG.

UN PRME Initiative. AlmaU is proud to be a Signatory Member of the PRME community. We are committed to aligning our own strategies and operations with the global goals and PRME Principles. Working through Six Principles, PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and Sustainable Development Goals (SDGs) , aligning academic institutions with the work of the UN Global Compact.

PRME Eurasian Chapter. The mission of the Chapter Eurasia, launched in 2021, is to engage new members from the region with the PRME network, ensuring that the principles of responsible management education are integrated into academic and research activities in universities of the region, and to open up international opportunities to the Chapter Signatories for meaningful knowledge sharing and networking.

AlmaU contributes to a synergy of research in cooperation with business, government, and society, aiming to provide; 1) integration of research results into the educational process; 2) conduct of best practice into curriculums and studies; 3) commercialisation of projects and research results.



RESEARCH PROJECT

Chinese Economic Presence in Kazakhstan: State Interests, Social Consequences and Strategic Partnership

Scientific supervisor: Serikkalieva Azhar Yermekovna, PhD.

Grantor: Science Committee of the Ministry of Education and Science of the Republic of Kazakhstan - grant funding for young scientists under the “Zhas Galym” project for 2022–2024

The project is aimed at analysing existing Chinese projects in the non-resource sector in Kazakhstan, both in terms of their relevance for the industrialisation of our country, as well as in terms of the social consequences (both positive and negative) of the implementation of these projects. The project assesses the realities and potential of the Kazakh-Chinese partnership in the field of industrialisation, conducting a comprehensive analysis of cases in areas such as agriculture and food processing, ‘value-added’ and automotive assembly, and the renewable energy sector. This study aims to contribute to the scientific, analytical and popular literature on the subject of Chinese investment policy in Kazakhstan, taking into account the national interests of the Republic of Kazakhstan, in particular, the goals laid down within the framework of the country’s industrial and innovative development program. It is obvious that Chinese investment in non-resource sectors of the economy is growing and will continue to grow, since both sides are interested in this. Analysis of current projects in similar sectors of the economy is important for building the right trajectory of cooperation, as well as identifying the highest priority and promising industries for cooperation with China.

In the first part of the project, desk research is carried out to track the dynamics of the development of Kazakh-Chinese cooperation in non-resource sectors of the economy since 2013, after the proclamation of the ‘One Belt, One Road’ initiative, including official statements of the parties and the implementation of agreements. The next task is to conduct in-depth case studies on ‘value-added’ industries and agro-processing enterprises. Field research and in-depth interviews will be conducted with government officials, business operators, industrial practitioners and other relevant stakeholders, which will show whether the micro-dynamics that have emerged from various examples of economic cooperation have contributed to a shift in the political agenda of Kazakhstan-China relations towards new areas of cooperation, or the resulting social protests contributed to the freezing of negotiations in the field of non-resource projects. The data collected during the field work will be compared with the data obtained during the first part (process tracing, desk research). Thus, new opportunities (the most potential areas) for the industrial development of Kazakhstan through cooperation with China will be shown, contributing to the achievement of the long-term goal of establishing cooperation with China in non-resource sectors.



ALMAU HOSTED THE 31ST CEEMAN CONFERENCE: ALL ABOUT SUSTAINABLE DEVELOPMENT AND LEADERSHIP

On September 20-22, 2023, the 31st famous CEEMAN Conference was held at the foot of Alatau within the walls of Almaty Management University.

For three days, 120 participants from 24 countries, namely experts in education, representatives of international organisations and businesses, all shared their views on the topic of leadership and sustainable development.

AlmaU founder and President Assylbek Kozhakhmetov noted the importance of this conference: "Sustainable development is important for humans. Both for the state and for business.

Obviously, it is also important for universities. Therefore, the topic of the conference is useful for both business education and business."



CEEMAN is an international organisation for the development of management in dynamic societies. They unite more than 200 companies and universities around the world. It is an organisation that creates opportunities for management education, business schools and universities, so that they can correctly build their principles and strategies in accordance with trends and requirements at the time.

AlmaU's Vice-Rector for Global Partnerships, Aigerim Kaumenova, explained the reason for holding the 31st CEEMAN conference in Kazakhstan. "Under the influence of geopolitical changes, Central Asia has become an important region in the world. Within the framework of this conference, we gather strong experts, representatives of the education sector, governmental and non-governmental organisations, and thus increase interest in our region. Of course, the most important thing for us is an increased interest in the topic of sustainable development. We, as representatives of the education sector, should promote the theme of sustainable development so that the younger generation will pay more attention to it. When we teach students, we talk about the Sustainable Development Goals, and about the values they give."



Conclusion

The AlmaU brand strives to become globally recognised as a university with a broad development profile for people (comprehensive), striving to contribute to the sustainable development of society through the opening of new programs and directions, new schools, digitalisation of the university, quality affordable education and implementation of projects

"Green skills"

- The environmental culture of AlmaU will also be aimed at personal development. The formation of 'green skills' among students will take place through the introduction of environmental principles into the lives of students in order to increase the level of environmental culture and the sense of responsibility for their lifestyle.

Sport for All

- The University employs the concept of 'Sport for All', promoting sports at all levels of education, as well as improving sports activities of all communities and citizens of Kazakhstan. This concept aims to instill a love of sport and a healthy lifestyle, in order for people to enjoy sport.

Glocal educational ecosystem

- AlmaU, by 2030, will become a comprehensive university through quality education, brand enhancement and integration into the global educational system, through involvement in global research initiatives.
- Glocal = Global + Local

Expansion of the Campus

- AlmaU campus by 2030 will create comfortable conditions for the formation of an atmosphere of knowledge - one of the important stages in the institutional transformation of the university is the acquisition of research equipment and the creation of laboratory complexes.

The main factors of the sustainable development of the university are accumulation and development of human capital, and the implementation of strategies that encourage people to improve their knowledge, skills and competencies.

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