



ALMA
ALMATY MANAGEMENT
UNIVERSITY

ALMAU

SDG Report

2024

2025



www.almau.edu.kz



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Letter from the Rector



Assylbek Kozhakhmetov

Founder, President and Rector of AlmaU,
CEEMAN Vice President
UN PRME Board member

Dear Partners and Friends,

At Almaty Management University (AlmaU), we are deeply committed to building a sustainable and inclusive future. Education for us goes beyond the transfer of knowledge—it embodies a responsibility to shape leaders who act with integrity, empathy, and a long-term vision for society and the planet.

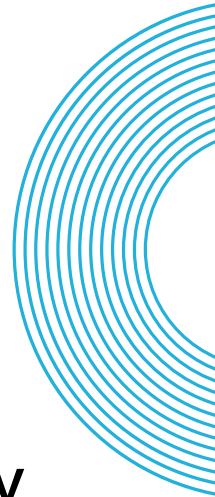
This year, we strengthened our focus on sustainability, embedding it across our teaching, research, and operations. From advancing solutions to global challenges such as climate change and inequality to reducing our environmental impact on campus, we aim to be a model of responsibility and innovation.

Our students and faculty actively engage in meaningful community projects, international collaborations, and research that drives progress. These efforts reflect our belief that universities must lead by example—fostering not only academic excellence but also ethical and social leadership.

Through our mission and values, AlmaU continues to integrate the UN Sustainable Development Goals (SDGs) into all aspects of learning and institutional life. Our partnerships with local and international organizations, businesses, and universities have strengthened our shared commitment to creating positive, lasting change.

Together with our partners, we continue to shape a brighter future—one rooted in sustainability, inclusivity, and global cooperation.

Thank you for being part of this journey.



AlmaU Overview



Almaty Management University (AlmaU) is an entrepreneurial and socially responsible university striving to become more comprehensive and research-oriented. In 2025, AlmaU celebrates 37 years of excellence in education – as Kazakhstan’s oldest private university, the first business school in the country, and a pioneer of business education in the CIS region.

Building on its entrepreneurial heritage, AlmaU integrates global best practices in responsible management, innovation, and sustainability. The university cooperates with more than 130 universities and associations worldwide, fostering international collaboration, academic mobility, and cross-border research. AlmaU is committed to the Third Mission of universities, the UN Sustainable Development Goals (SDGs), and the Principles for Responsible Management Education (UN PRME), embedding them across its strategy, education, and operations.

AlmaU includes 10 Schools, 3 Centers, the Institute for Education Development, and AlmaU Extension, its executive education hub. The university offers programs in over 20 disciplines – from business, economics, and law to digital technologies, entrepreneurship, creative industries, and health sciences – delivered in Kazakh, Russian, and English.

Today, AlmaU unites more than 5,200 students, with 75% undergraduate and 25% postgraduate learners. It also hosts Central Asia’s largest MBA and DBA community, with over 1,000 professionals advancing their management expertise. Through research, partnerships, and social impact, AlmaU continues to shape a sustainable, inclusive, and innovative future for the region.

AlmaU Overview

AlmaU is accredited by IQA CEEMAN (2010–2029) and its MBA programs by AMBA (2013–2026). The Graduate School of Business, School of Hospitality and Tourism, and School of Entrepreneurship and Innovation hold BGA accreditation (2021–2026). The university ranks among Central Asia's top three business schools (Eduniversal) and is placed in the 801–1000 band of the THE Impact Rankings 2024. In the QS Global MBA Rankings 2024, AlmaU's Graduate School of Business is among the top 300 worldwide, while the Executive MBA program ranks 25th globally in the QS Executive MBA: Joint Programs.



AlmaU Overview



Vision

AlmaU is a globally recognized comprehensive university for people aspiring for the sustainable development of society.

Mission

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

Values



Leadership



Sustainability



Entrepreneurship



Responsibility



Integrity

1 NO
POVERTY

2 ZERO
HUNGER

4 QUALITY
EDUCATION

11 SUSTAINABLE CITIES
AND COMMUNITIES


AlmaU supports students through grants and discounts

Advising Centre



Source: <https://almau.edu.kz/en/advising-centre/>

The University provides support (housing, legal services) to students from low-income families for graduation. Upon admission to AlmaU, 1st year students indicate whether they need a dormitory. The university's Infrastructure Department collects student lists and monitors the provision of dorms. AlmaU's student infrastructure includes a Student Support and Advising center, where students can seek any advice on academic (in conjunction with the School administration), financial (in conjunction with accounting) and legal issues (legal department).

Types of grants and discounts of the Almaty Management University

- Social grants and discounts;
- Motivating grants and discounts;
- Discounts for employees, teaching staff and their family members;
- Discount from the President;
- Academic discounts;
- Marketing discounts;
- Discounts for Higher Business School.

<https://almau.edu.kz/en/student-support-center/>



1 NO POVERTY



4 QUALITY EDUCATION



10 REDUCED INEQUALITIES



Learning has no age limits: AI course for seniors at AlmaU

At AlmaU Open Library, from April 5 to April 27, 2025, the university launched a free introductory course on artificial intelligence for senior citizens, led by Vadim Novikov. The initiative was designed to promote digital inclusion and lifelong learning, supporting social participation and resilience among older adults.

<https://lib.almau.edu.kz/en/news/207>



Participants explored the fundamentals of artificial intelligence, its practical applications in everyday life, and safe interaction with digital tools. Through interactive sessions, demonstrations, and real-life examples, the program helped reduce the digital divide and empowered senior citizens to navigate modern technologies with confidence.

The project reflects AlmaU's commitment to SDG 1 (No Poverty) by fostering equal access to education, digital literacy, and economic participation for vulnerable groups. It also advances SDG 4 (Quality Education) and SDG 10 (Reduced Inequalities), illustrating that at AlmaU, learning truly has no age limits and that technology can be a driver of empowerment for all generations.



1 NO POVERTY



4 QUALITY EDUCATION



10 REDUCED INEQUALITIES



Exploring development in Eurasia: AlmaU's 3rd International Conference

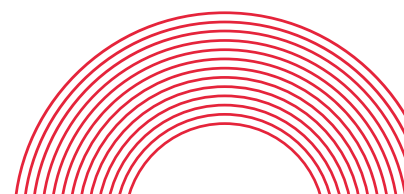
From June 5-7, 2025, AlmaU hosted the 3rd International Conference “New Advances in the Political Economy of Development in Eurasia.” This significant academic event brought together researchers, professors, and experts from universities and think tanks across Eurasia and North America.



The conference served as a platform for exchanging ideas, discussing current political and economic processes, and presenting new research grounded in real data and modern approaches.

The event gathered leading political scientists, scholars, and researchers who, over the course of three days, presented original studies in political economy. The wide range of topics covered included public governance, sanctions policy, electoral processes, social institutions, and environmental challenges.

<https://almau.edu.kz/en/almau-hosted-the-3rd-international-conference-new-advances-in-the-political-economy-of-development-in-eurasia/>





AlmaU offers diverse and healthy dining options on campus

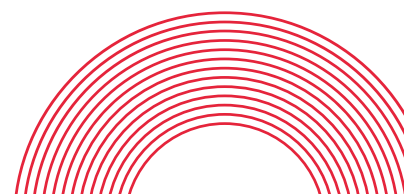
The university offers a wide variety of dishes to cater to diverse tastes and dietary preferences. The menu features traditional, halal, vegetarian, vegan dietary, and other unique options, ensuring something for everyone. Our goal is to make meals not only delicious and nutritious but also to support comfort and well-being throughout the academic day.



The university provides a variety of dining options to suit every taste:

- A spacious canteen offering a wide selection of dishes; Capacity: 150;
- A café located on the first floor of the AlmaU Knowledge Building; Capacity: 60;
- Crema Café, a coffee shop on the third floor; Capacity: 40;
- Another café on the fourth floor; Capacity: 60;
- Convenient coffee and vending machines with snacks and sweets around campus;
- Five drinking fountains equipped with advanced three-stage water filtration systems for clean, purified water.

<https://almau.edu.kz/ru/funkciya-cur-2/>





Charity Event in Honor of Ramadan

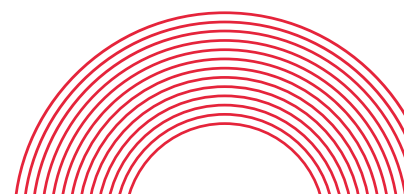
To celebrate the holy month of Ramadan, the student charity organization DOS held a warm and kind event. Students prepared and handed out festive gifts to university staff as a sign of gratitude.



The campaign aimed to share an atmosphere of unity, respect, and mutual support. Ramadan is a time for good deeds and gratitude, and the students expressed their appreciation to those who contribute daily to the development of the university.

Such initiatives help strengthen corporate culture, unite students and staff, and preserve important spiritual values

<https://almau.edu.kz/en/charity-event-in-honor-of-ramadan/>





AlmaU Sustainable Food Policy

Ensuring food security and healthy nutrition is a core part of AlmaU's sustainability ecosystem. In 2024, the university approved its Sustainable Food Policy (PL-REK-08), which establishes ethical and environmental standards for all food services on campus. The policy promotes access to safe, high-quality, and affordable food for students, staff, and guests, aligning directly with SDG 2: Zero Hunger and SDG 3: Good Health and Well-Being.

AlmaU emphasizes the use of local suppliers, environmentally friendly products, and waste-minimization practices throughout its operations. Food is prepared and served in full compliance with Kazakhstan's food-safety legislation, sanitary regulations, and state standards. The policy also requires continuous monitoring of food quality, responsible sourcing, and employee accountability for food and environmental safety.

By embedding sustainable nutrition principles into daily campus life, AlmaU strengthens community well-being and reduces its environmental footprint. The initiative demonstrates the university's broader commitment to responsible consumption, ethical procurement, and support of the local economy, contributing not only to SDG 2 but also to SDG 12: Responsible Consumption and Production.

<https://almau.edu.kz/en/infrastructure-2/https://almau.edu.kz/en/zero-hunger/>



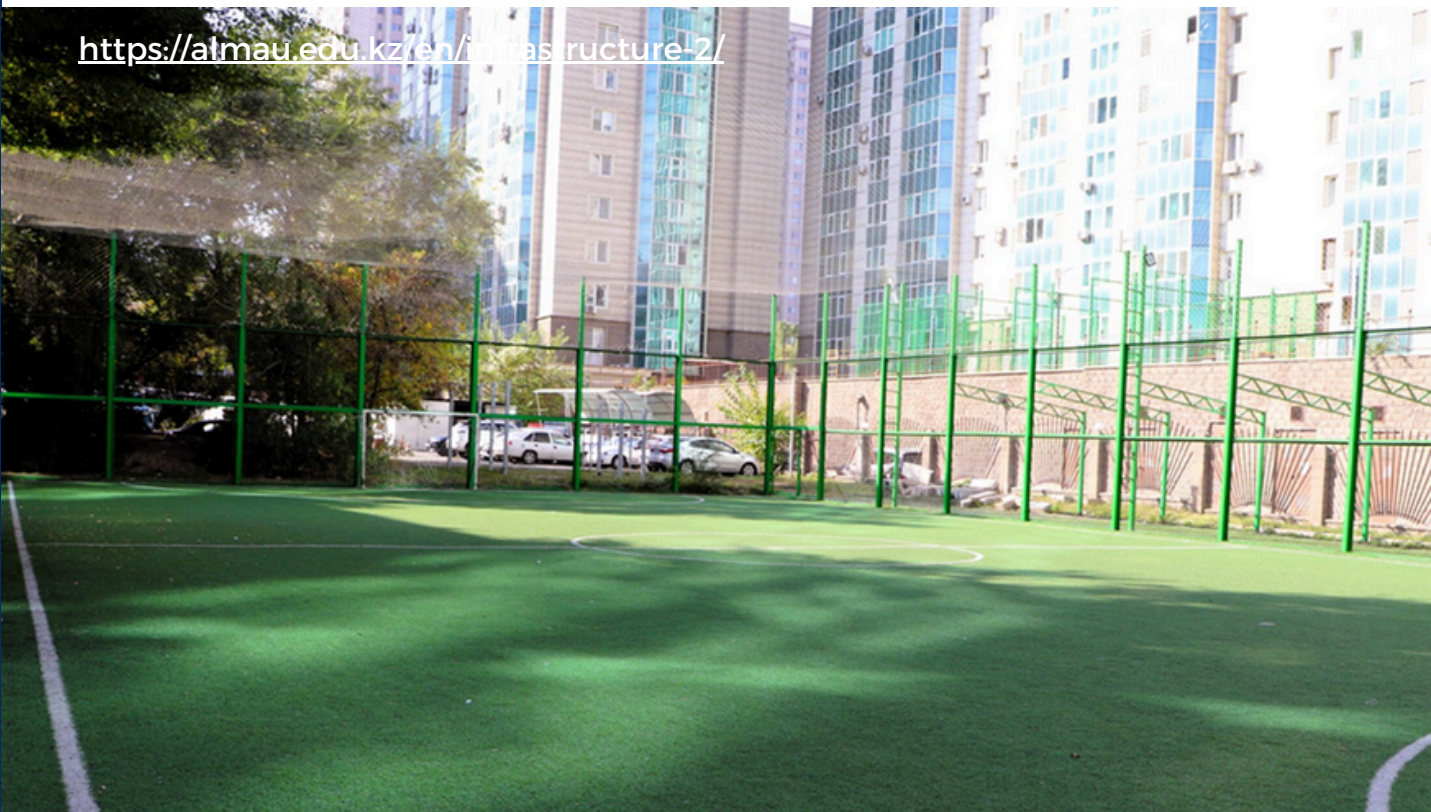


AlmaU strengthens well-being through sport and care

The university has a licensed medical center staffed by a qualified general practitioner and nurse, offering professional care and assistance to all who need it. The campus features a sports complex “AlamaU Sport & Art Zone” spanning over 1 700 square meters with access to local community, schools and private sport organizations. , which includes:

- Football field;
- Halls for martial arts, yoga, gymnastics, and dancing;
- A table tennis court;
- A fully equipped gym

<https://almau.edu.kz/en/infrastructure-2/>





Open Library AlmaU launches free self- esteem development sessions

From September 21 to October 19, 2025, a series of training sessions on self-esteem enhancement will be held every Sunday at 11:00 a.m. at the Open Library AlmaU, led by Marina Antonova, an executive coach and clinical psychologist. The training program explore key aspects of self-esteem formation and development, diagnostic approaches, practical self-support techniques, strategies for managing inner criticism, reducing dependence on external opinions, and transforming unhelpful behavioral patterns.

<https://www.instagram.com/p/C1YVIYRCfVh/>





3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



1 NO
POVERTY



Altyn Aringazina Presented at the IUHPE World Conference in Abu Dhabi

Altyn Aringazina, MD, PhD, Professor at the Sharmanov School of Health Sciences at AlmaU and National Expert of the Asian Development Bank, delivered an oral presentation at the 25th IUHPE World Conference on Health Promotion titled “Settings for Planetary Health & Well-being”, held in Abu Dhabi from May 13 to 16, 2025.

She also contributed to organizing the conference as a member of the Global Organizing Committee and served as a reviewer of abstracts.

Over 1,500 delegates from around the world gathered in the capital of the United Arab Emirates to discuss a wide range of topics related to planetary well-being. These included health literacy, global diplomacy and emergency preparedness, digital transformation in healthcare, policies for health promotion and well-being, and health equity and its determinants.

The conference served as an excellent platform to deepen knowledge in public health, explore interdisciplinary approaches, and establish new global partnerships. Altyn Aringazina also took part in the IUHPE General Assembly and European Committee sessions.

<https://almau.edu.kz/en/altyn-aringazina-presented-at-the-iuhpe-world-conference-in-abu-dhabi/>





Guest Lecture by Igor Kim as Part of Psychology Week



On November 13, 2024, AlmaU hosted a guest lecture by psychologist Igor Kim, author of the training program “Emotional Freedom,” as part of Psychology Week. The lecture, titled “The Popularity of Psychology in Modern Kazakhstan: Popularity or Professionalism?” attracted strong interest from the audience. The discussion focused on current trends in psychology, its public perception and development in Kazakhstan, as well as issues of professionalism among specialists

<https://almau.edu.kz/en/guest-lecture-by-igor-kim-as-part-of-psychology-week/>

Professor of Practice at Sharmanov School of Health Sciences Awarded “Best Psychologist 2024”

The Resource Academy and the Kazakh Psychological Association organized the “Best Psychologist 2024” competition, bringing together leading professionals in the field of psychology. The honorary title of “Best Psychologist 2024” and a commemorative medal were awarded to Rauan Nurgaliyevna Alibayeva, Professor of Practice at Sharmanov School of Health Sciences. This award recognizes her outstanding contribution to the development of psychology and support for people



<https://almau.edu.kz/en/professor-of-practice-at-sharmanov-school-of-health-sciences-awarded-best-psychologist-2024/>



Charity Concert for Children from the “Ayala” Social Home

AlmaU students organized a festive concert for children from the “Ayala” social home. The event included engaging contests, interactive zones, musical and dance performances, and a delicious buffet.

The main goal of the concert was to give the children joy, attention, and the feeling of a real celebration. The warm and kind atmosphere created by the students made this day truly special and memorable.

These initiatives not only benefit society but also help students develop empathy, responsibility, and social engagement





The AlmaU delegation visited Norway to explore best practices in athlete development and sports management

Between March 20 and 27, 2025, a delegation from Almaty Management University (AlmaU) visited Norway for a series of strategic meetings with representatives of the country's top sports and educational institutions. The visit centered around exploring Norway's best practices in nurturing young athletes, integrating physical education into the learning process, and advancing research in health and sports management.



<https://almau.edu.kz/en/the-almau-delegation-visited-norway-to-explore-best-practices-in-athlete-development-and-sports-management/>

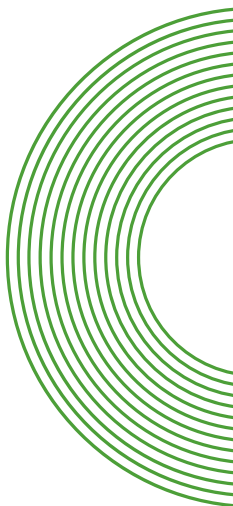


AlmaU connects with society through learning service, and support

AlmaU dedicates awareness-raising activities to the community mainly through AlmaU Extension short programs, Institute for Education Development projects, Qaynar Bulaq events (coworking for community development through collaboration), the School's projects, hiking and AlmaU Mountain Club trips. The course "Service Learning" is a unique project of the School of Politics and Law for the country; charity events are organized by the student clubs DOS, Remus and SDG Legion.

The university also organizes public lectures and conferences, attracting experts and practitioners, which creates a platform for the exchange of knowledge and experience. These events promote the development of critical thinking and broaden the horizons of participants, which is especially important in a rapidly changing world.

AlmaU is actively involved in educational activities outside the campus, through various initiatives. One of the key programs is the activity of the Hunters AlmaU campaign team, brand ambassadors of the university. They conduct weekly career guidance rounds of schools in order to assist applicants in choosing a specialty and university for admission. This work covers both public and private schools in Almaty, as well as schools in nearby regions, as well as large cities of Kazakhstan such as Astana, Shymkent, Aktau, Atyrau, Uralsk, Semey, Taraz and others.



4 QUALITY EDUCATION



10 REDUCED INEQUALITIES



8 DECENT WORK AND ECONOMIC GROWTH



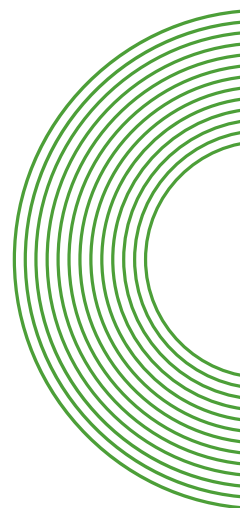
Project: “UNlimited Opportunities” – MBA Scholarships for People with Disabilities

Since 2015, the Graduate School of Business at Almaty Management University (AlmaU) has been implementing the project “UNlimited Opportunities”, providing 100% social scholarships for people with disabilities to study in the MBA program. The initiative aims to develop leadership and management competencies among individuals who seek to overcome barriers and make a meaningful contribution to business and society.

The project has been widely recognized for its social impact. In 2016, AlmaU received the EUROBAK Corporate Social Responsibility Award in the “Student Support” category. In 2022, alumna Zakhira Begaliyeva achieved international recognition, taking second place in the MBA Leadership Award category at the AMBA & BCA Excellence Awards 2022.



<https://gsb.almau.edu.kz/about/konkurs-neogranichennyye-vozmozhnosti/>



4 QUALITY EDUCATION



10 REDUCED INEQUALITIES



17 PARTNERSHIPS FOR THE GOALS



AlmaU Launches Digital Literacy Courses for Senior Citizens in Partnership with the Connect-Ed Public Foundation

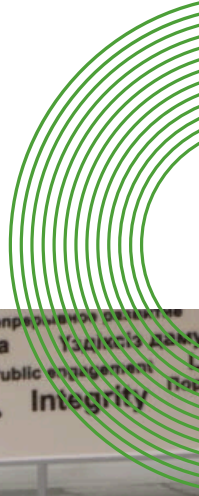
In spring 2023, Almaty Management University (AlmaU) hosted digital literacy courses for senior citizens, organized in partnership with the Connect-Ed Public Foundation. The foundation provides free training for both children and older adults, helping them adapt to the rapidly changing digital world and gain essential technology skills for everyday life.

As part of this collaboration, AlmaU and Connect-Ed also launched an initiative to collect outdated electronic devices, remove unnecessary software, and upgrade equipment for reuse. The restored devices were distributed to schoolchildren from low-income families, enabling greater access to digital learning tools.





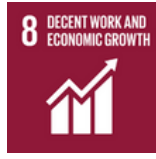
Supporting equality and opportunity through social and labor policies



The social development policy of the Republic of Kazakhstan is aimed at ensuring a high standard of living for the entire population. It reflects the state's strategic priorities in reforming labor and social relations, healthcare, education, and social protection systems, with a focus on creating conditions that enable citizens to balance family responsibilities and employment.

In accordance with this policy, Article 99 of the Labor Code of the Republic of Kazakhstan guarantees the rights of both parents, not only working women, to flexible forms of employment and childcare leave. Paragraph 3 of Article 82 also establishes the right to intra-shift and special breaks for working women and fathers (including adoptive parents) with children under the age of one and a half years.

In alignment with national social responsibility principles, Almaty Management University provides support to its employees and their families through financial and educational benefits. The main rules for receiving, retaining, and renewing grants and discounts are set out in the Educational Grants and Discounts Regulations of the institution and apply for the entire duration of study to all university employees and their close relatives.

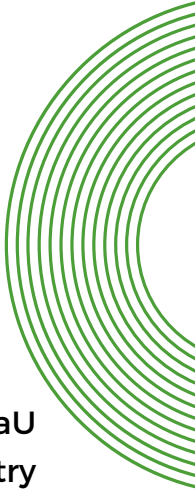


AlmaU Professor Anna Lipovka Receives “Zhas Galym” Grant for Research on Leadership

A research project led by Associate Professor Anna Lipovka from AlmaU has received grant funding from the Committee of Science of the Ministry of Science and Higher Education of the Republic of Kazakhstan under the “Zhas Galym” program.

The project, titled “Development of a Conceptual Model of Leadership Competencies of Managers in Kazakhstan through the Lens of Gender Potential” is being implemented from 2024 to 2026.

The research focuses on advancing gender-inclusive approaches to leadership development and strengthening the scientific capacity of young scholars in Kazakhstan.



5 GENDER
EQUALITY4 QUALITY
EDUCATION8 DECENT WORK AND
ECONOMIC GROWTH

AlmaU and Women in Tech Kazakhstan join forces to support women in technology

On June 20, 2025, AlmaU hosted the offline event “AI for Her” Meet-up Pro, organized by Women in Tech Kazakhstan as part of the Women in Innovations and AI initiative. The event was partnered by EPAM Kazakhstan, Herbalife, the Association for the Development of Artificial Intelligence in Kazakhstan, the Social Dynamics Public Foundation, Darlean.kz, and AlmaU. The event was part of the second stage of the online course “AI Tools for Personal Effectiveness,” launched in early June for Women in Tech participants. Madina Dusmagambetova, Team Leader of Women in Innovations and AI, served as moderator.

Such events help to create an environment in which women can develop professionally, establish new business connections, master relevant digital skills, and move forward with confidence.



5 GENDER
EQUALITY4 QUALITY
EDUCATION8 DECENT WORK AND
ECONOMIC GROWTH

KMG strengthens support for women in blue-collar professions as part of the JanAru program

In the “Year of Blue-Collar Professions” announced by the Head of State, and in support of gender policy in the country, KazMunayGas continues to implement the JanAru educational program (Zhanaaru), aimed at developing women in blue-collar professions in the oil and gas industry. The second training module was held at Almaty Management University, attended by 40 women in blue-collar professions from KMG’s subsidiaries and affiliates — Ozenmunaygas, MangistauMunaygas, EmbaMunaiGas, KarazhanbasMunai, KazTransOil, Atyrau Oil Refinery, Pavlodar Petrochemical Plant, Kazakhoil Aktobe, CASPI BITUM, OzenMunaiService, and KMG EP-Catering.



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5 GENDER
EQUALITY10 REDUCED
INEQUALITIES16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

AlmaU hosts forum on women's empowerment and historical significance

In March 2023, AlmaU's Center for Sustainable Development organized the second annual Women's Forum. The event, titled "Women of the Great Steppe: Through the Ages," raised critical topics such as gender equality, domestic violence, and the historical context of feminism within the modern Kazakh society.

The forum covered several important topics. The Historical Perspective focused on traditional Kazakh marriage customs and their role in preserving cultural identity and self-expression. The Modern Challenges segment featured insights from human rights activists and experts on issues such as domestic violence, gender inequality, and women's rights. The discussion on Gender and Education explored gender disparities in STEM fields and discussed strategies for promoting gender equality in education.



Mr. Ainar Nurgaliyev
Director of AlmaU SDG Center



In addition, the forum included a handicrafts fair, where the work of talented AlmaU students was showcased. The fair highlighted the significance of traditional crafts and their role in empowering women economically.



<https://almau.edu.kz/v-almau-proshel-forum-zhensshiny-velikoj-stepi-skvoz-veka/>



AlmaU promotes clean water and sustainable sanitation on campus

AlmaU actively contributes to the achievement of Sustainable Development Goal 6 (Clean Water and Sanitation), which focuses on ensuring access to safe water and sanitation for all. The university provides free drinking fountains and water boilers across the campus. The water is purified through a three-stage filtration system, creating comfortable conditions for students and staff and highlighting the importance of sustainable resource use.

Filtration systems are specially installed in catering facilities and canteens, while water consumption is monitored through monthly bills from the central city water supply system. Most campus restrooms are equipped with sectional flushing devices, and both students and employees are encouraged to conserve water.

The AlmaU Central Sewerage System is connected to the Central Urban Sewerage System of Almaty, which operates multi-stage bio-mechanical filtration. Only certified, environmentally friendly detergents and biological cleaning agents are used on campus, further supporting environmental sustainability.



7 AFFORDABLE AND
CLEAN ENERGY12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

AlmaU promotes energy efficiency and innovation for sustainability

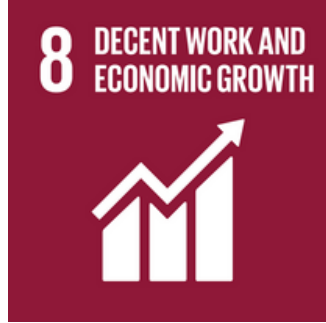
AlmaU has fully transitioned to energy-efficient practices to reduce its environmental footprint. The university now uses only energy-saving LED lighting, and light sensors are installed in all restrooms. A phased replacement of air conditioners with inverter models, which consume less electricity, is also underway. To further optimize energy use, office printers have been replaced with shared printers located on each floor of the university building, minimizing cartridge waste. Staff members follow energy-saving practices in their offices by turning off lights when natural daylight is sufficient and switching off all electrical equipment at the end of the workday.

In partnership with the National Academy of Sciences of the Republic of Kazakhstan and the Thunderbird School of Global Management (Arizona State University), AlmaU's Technology Commercialization Center hosted a presentation of the project "CleanO2 Modular Units Based on STXS Adsorbent." The event introduced students and city residents to innovative solutions aimed at supporting the commercialization of R&D projects.

The program focused on applied research in agriculture, medicine, sustainable development, and mining and mineral processing, providing a unique platform to promote and scale scientific innovation.

<https://almau.edu.kz/en/project-cleano2-modular-units-based-on-stxs-adsorbent/>





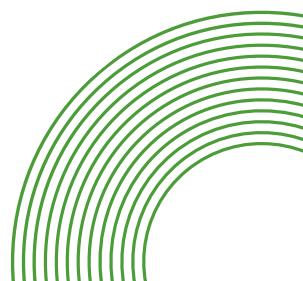
AlmaU ensures fair, safe, and supportive working conditions

AlmaU's working conditions comply with the standards of national legislation, are guided by the best human resources and organizational practices. The work environment and culture include:

- A team of professionals and like-minded people
- High requirements for the quality of teaching
- Development of entrepreneurial culture
- Academic freedom
- Knowledge generation beyond academic disciplines
- Striving for the success of each unique employee

AlmaU has about 500 protected jobs. Precautions and safe working conditions are provided on campus. AlmaU adheres to a number of principles that ensure safety, non-discrimination, equal pay and non-forced labor. Students have the opportunity to find a job on campus, and the Career Center supports them in employment and internships, and AlmaU is also recognized as a leader in the level of demand for graduates among employers. Employees have the opportunity to earn more than their official salary by teaching and participating in research and other projects. 10-15% of AlmaU employees are university graduates. AlmaU has commissioners (Ombudsman) on human rights for staff, teachers and students. These people advocate for fair work, ethics and workers' rights. An appeal procedure is provided for all issues that can be resolved peace.

<https://almau.edu.kz/en/decent-work-and-economic-growth/>



8 DECENT WORK AND
ECONOMIC GROWTH4 QUALITY
EDUCATION12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

AlmaU hosted a student business project fair

On April 3, 2025, Almaty Management University (AlmaU) held AlmaU Store Day – an annual fair of young entrepreneurs, where students present products of their own production created during their studies at the university.

This year, the AlmaU Store Day platform featured 16 student projects, including 4 startups from other universities. Visitors could purchase designer clothing and accessories, assorted dried fruit sets, homemade pastries, and desserts prepared by the students themselves.



For students, participating in the fair became not only an opportunity to earn money but also a valuable experience – from communicating with customers to managing finances and promoting their product. Most of the student projects were developed within the course “Entrepreneurship in Action,” designed by the School of Entrepreneurship and Innovation.



<https://almatau.edu.kz/ru/v-almatau-proshla-yarmarka-studencheskii-biznes-proekrov/>



AlmaU's Impact on Rural and Professional Education

AlmaU strives to become a comprehensive world-class university with a strong focus on STEM education. Strategic partnerships with industry are seen as essential for advancing research, fostering innovation, and developing university spin-offs.

The School of Tourism and Hospitality at AlmaU offers dual programs with leading global hotels – Rixos, Rahat Palace (Hyatt), and The Ritz-Carlton – as well as dual degrees with the Swiss Education Group, providing students with internships at prestigious hotel chains across Europe.

The AlmaU Media and Film School, located at Kazakhfilm - Kazakhstan's largest film studio – was launched in partnership with Qazaqfilm. The joint program "Digital Filmmaking" includes dual training, shared projects, and access to Qazaqfilm's facilities, offering students hands-on experience and scholarships.

For more than 14 years, AlmaU has been contributing to rural education. The establishment of Zeynep Multidisciplinary College in the North Kazakhstan region strengthens human capital and supports regional development. This initiative seeks to enhance local living standards and

reduce urban migration by promoting accessible, high-quality education in rural areas. Zeynep College is designed as a modern, innovative, multidisciplinary educational hub – a center of community attraction and a catalyst for entrepreneurial activity. The college aims to nurture highly skilled specialists with entrepreneurial mindsets, strong moral values, and legal literacy. The regional government plans to develop the Imantau-Shalkar resort area to the level of the Burabay resort, enhancing tourism infrastructure and service quality. Zeynep College will play a key role in training specialists in management, hospitality, and restaurant services to meet the growing needs of the region's tourism sector.





AlmaU promotes equality and inclusivity through education and social initiatives

AlmaU makes a significant contribution to achieving Sustainable Development Goal 10 (Reduced inequalities) by focusing on reducing inequality both within and between countries. The University makes efforts to ensure equal access to quality education for all students, regardless of their social or economic status. AlmaU offers various scholarships and financial assistance, which allows talented students to continue their studies even if they face financial difficulties. In addition, AlmaU actively promotes inclusivity through various programs such as fundraising for students with special needs and organizing exhibitions dedicated to children with disabilities. The University also conducts courses and trainings for everyone.



The GSB school organizes the “Unlimited Opportunities” competition every year, providing people with disabilities with 100% social grants for studying under the MBA program. University makes efforts to ensure equal access to quality education for all students, regardless of their social or economic status. The University makes efforts to ensure equal access to quality education for all students, regardless of race, national or ethnic origin, gender, age, disability (unless contraindicated), religion, gender identity or economic status.

<https://gsb.almau.edu.kz/about/konkurs-neogranichennye-vozmozhnosti/>

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11 SUSTAINABLE CITIES
AND COMMUNITIES

17 PARTNERSHIPS
FOR THE GOALS


AlmaU builds bridges between academia and society with Qaynar Bulaq project

Qaynar Bulaq Almaty – this is the Almaty Management University project. It is an open space where everyone can organize and participate in an event for free, teach and learn from expert practitioners, find mentors and investors. Qaynar Bulaq Almaty is a vivid example of the university's third mission. Namely, communication and integration with all stakeholders, such as representatives of government, business and the public. Because the university is an integral part of our country in general and the city of Almaty in particular.

The project supports four main areas: information technology, education, entrepreneurship and urbanism, around which various events are organized. There are also many events related to the social sphere. Residents of the city are given the opportunity to record and create their own podcast using professional equipment. If necessary, Qaynar Bulaq employees can provide a full-fledged turnkey service, that is, to shoot, install and provide a finished product.



**Qaynar Bulaq
Almaty**



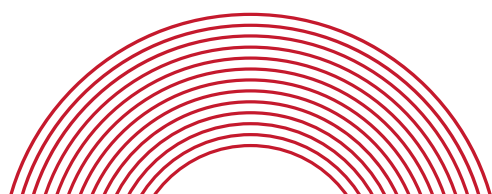


Integrating Science, Education, and Innovation for Sustainable Urban Development

Modern megacities face a complex range of challenges related to urbanization, climate change, traffic congestion, and air pollution. Finding solutions requires the integration of academic expertise, innovative technologies, and effective collaboration among government, business, and society.

One of the key international platforms in this field is Tomorrow City Shanghai - part of the Smart City Expo World Congress, which serves as a catalyst for knowledge exchange and the promotion of best practices in sustainable urban development. Kazakhstan was represented at the forum by a delegation from Almaty Management University (AlmaU).

The university presented its project Green and Safe Streets, aimed at implementing tactical solutions in urban planning systems. The Green and Safe Streets project won in the category "Outstanding Smart City Infrastructure Project." A special award was also given to an innovative development by Dinmukhamed Ushpayev, a graduate of the Urban Studies and City Management program – the Aerial Traffic & Logistics Analysis System drone. These achievements confirm the effectiveness of integrating scientific research, education, and innovation, while strengthening AlmaU's position as a university that develops real tools to address today's urban challenges.





AlmaU Pop-Up Lab: Students Explore the Urban Environment

On April 6, 2025, Almaty Management University (AlmaU) held the Pop Up Lab AlmaU research event, combining a scientific approach, modern technologies, and real-life urban experience. The location was the “Terrenkur” café, located in one of Almaty’s popular pedestrian areas. The project’s main goal was to draw attention to urban environmental issues through the practical application of academic methods

Students in the “Urban Studies and City Management” program mapped the problems of the Terrenkur pedestrian zone, engaging residents in the process. Over 50 people were interviewed to identify points of comfort and discomfort in the urban environment. They wanted to demonstrate which tools can be useful when studying urban objects—including infrastructure, buildings, public transportation, and other elements of the urban environment.

As part of the Neuro Lab AlmaU project, a study was conducted on restaurant menu perception using neuromarketing technologies. A large screen was installed at the entrance to the café, broadcasting in real time as a participant studied the menu using special eye-tracking glasses. Passersby could observe which menu elements—dish names, images, prices, or descriptions—the participant paid attention to. The participant was seated at a separate table and was obscured from the screen, ensuring their behavior remained natural.

The study involved 20 respondents, all residents of Almaty. Their behavioral responses allowed us to accurately capture how consumers interact with menus during the decision-making process.





«Green University» project

AlmaU implements the “Green University” project aimed at integrating ecological principles into everyday university life and operations. The initiative seeks to raise environmental awareness and responsibility among students and staff, engage the community in sustainability activities, and shape a new “green” image of the University. In addition, it enhances AlmaU’s visibility through the organization of various environmental actions and educational campaigns.

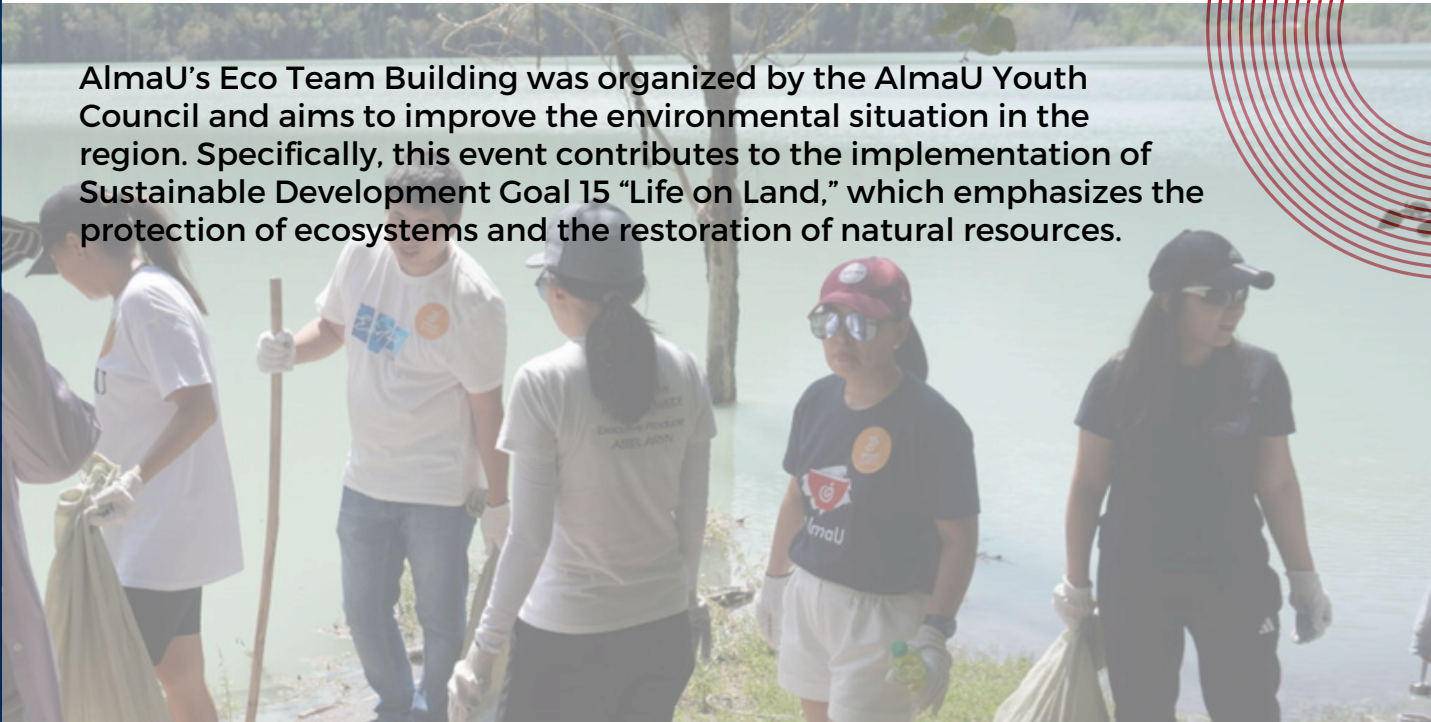


As part of this initiative, AlmaU has introduced several measures to reduce plastic waste on campus. Tazalyk waste boxes are installed on the first floor and throughout different areas of the University, along with a plastic waste container near the parking lot. The University runs a partial recycling program, covering up to 20–25% of its total waste. Organic waste is recycled through open dumping and collaboration with agricultural farms, while plastic is collected in designated areas and transferred to city recycling facilities. Inorganic waste is processed through general state systems, and no toxic waste is produced. AlmaU partners with specialized recycling and utilization centers such as Tazalyk (plastic and paper), Samsung (batteries), Coca-Cola Icecek Kazakhstan, agricultural farms (organic food waste), and other organizations responsible for lamps and general waste management.



AlmaU Eco Team Building: Joining Forces to Protect the Environment

AlmaU's Eco Team Building was organized by the AlmaU Youth Council and aims to improve the environmental situation in the region. Specifically, this event contributes to the implementation of Sustainable Development Goal 15 "Life on Land," which emphasizes the protection of ecosystems and the restoration of natural resources.



Eco-activist Nadezhda Vaschenko was invited to the event, where she conducted a mini-master class on waste collection. She also shared useful tips and techniques for effective cleaning of areas. Following the workshop, AlmaU employees were able to ask Nadezhda questions, discuss environmental issues, and receive recommendations for maintaining a clean environment.

The team building event was aimed at both improving the environment and strengthening team spirit. As part of the event, AlmaU employees participated in a variety of games and recreational activities, allowing them to get to know each other better in a relaxed atmosphere.



AlmaU Students Took Part in the Global Initiative World Cleanup Day



Students of AlmaU and members of the student club SDG Legion actively participated in the global environmental initiative World Cleanup Day, supported by CCI Kazakhstan. This international ecological movement unites millions of people from 180 countries who collectively aim for sustainable changes in waste management and cross-sector collaboration. AlmaU received a letter of appreciation for their contribution to this initiative. This event marked an important step toward a sustainable future and heightened environmental awareness.

AlmaU students took part in cleaning up the area during World Cleanup Day. They worked together to remove waste from public spaces, showing their commitment to keeping the environment clean. This event gave them a chance to help the ecosystem and raise awareness about the importance of caring for nature.



Promoting Sustainable Development through Eco-Volunteer Projects

AlmaU is a socially responsible university that adheres to the goals of sustainable development and annually organizes environmental projects. Since 2019, an ice crossing has been taking place, the project “Uly Balkhash shakyrady” (“Great Balkhash Lake calls”), initiated and implemented by the GSB team, is aimed at preserving the nature and fauna of Lake Balkhash, which is the 15th largest lake in the world.

From March 1 to March 3, 2024, the first eco-volunteer project “Syr qorany – sekseyil” was held in the Kyzylorda region. The mission of this project is to restore the ecosystem of the region and protect it from the consequences of the ecological disaster of the Aral Sea. To achieve the goal of Almaty Management University attracted about 80 volunteers. The participants, with the support of the Ministry of Ecology and Natural Resources of the Republic of Kazakhstan, as well as local executive bodies, planted 5,100 saplings of saxaul on the bottom of the Aral Sea.



<https://dknews.kz/ru/dk-life/318461-volonterskiy-ekologicheskiy-proekt-syr-qor-any>



Advancing Environmental Sustainability through the “Green University” Initiative at AlmaU

The concept of the “Green and Safe Streets” project in Almaty can become a model for solving global systemic issues, such as climate change and air pollution, through the implementation of local initiatives. Green and Safe Streets is a program aimed at implementing measures to support the development of green and safe streets as part of a project funded by CEF and jointly implemented with local partners from the public sector to carry out a portfolio of urban transformations in Almaty. Creating green spaces that promote increased greenery and reduced carbon dioxide levels can have a positive impact not only on the local ecosystem but also on the global climate situation.

Furthermore, the project promotes systemic thinking, allowing residents to understand the interconnections between various aspects of urban life. The implementation of safe streets, considering the interests of pedestrians, cyclists, and public transport, contributes to the creation of more sustainable transportation systems and reduces dependence on cars. Active citizen participation in initiatives such as tree planting or creating community gardens strengthens the sense of community and allows people to realize how their actions affect broader ecosystems and the climate.

The project includes three development clusters:

- Social Impact Campaign – a strategic initiative aimed at creating positive societal changes, whether it's raising awareness, changing behavior, or supporting a cause.
- Activation of Public Space (Tactical Urbanism) – promoting environmental improvement, road safety, and the formation of an inclusive and barrier-free urban environment, focusing on city streets and vulnerable road users through pilot projects in tactical urbanism, workshops, and other activities aimed at involvement and participatory design.
- Air Quality Monitoring – a strategic initiative aimed at creating positive societal changes, whether it's raising awareness, changing behavior, or supporting a cause.



Trip to an Animal Shelter



Volunteers from AlmaU visited an animal shelter to provide support and deliver food and essential supplies. Students spent time with the animals and supported the initiative of responsible pet care



Human Rights and Sustainable Development Goals: Overcoming Global Inequality



On May 19, 2024, at AlmaU, the faculty of the “International Relations and Economics” educational program of the School of Politics and Law held a session dedicated to a Mini Model UN – “Human Rights and Sustainable Development Goals: Overcoming Global Inequality.”



The main goal of the event was to create a platform for discussion and debate on effective implementation of human rights and the Sustainable Development Goals (SDGs). The event aimed to develop and strengthen participants' skills in diplomacy, negotiation, and leadership. Certificates were awarded in recognition of contributions to the discussions.



Pro bono: The AlmaU Legal Clinic



The AlmaU Legal Clinic provides free legal consultations and offers assistance in resolving legal issues for low-income citizens and public organizations. Within the clinic, students work under the supervision of experienced faculty and practicing lawyers, developing their skills and gaining valuable experience with real cases.

As part of this initiative, the AlmaU School of Policy and Law signs a cooperation and partnership agreement with the company “YurInfo” (IS ZAKON.KZ).



Mikhail Kolomin, General Director of “YurInfo” LLP (IS ZAKON.KZ), emphasizes the importance of the project in improving public legal literacy and giving students valuable practical experience.



“We are confident that the opening of the Legal Clinic will not only contribute to the education of our students, but will also support the community by providing residents with access to free qualified assistance,”

Ms. Madina Yesirkepova,
Dean of the School of Politics and Law at AlmaU

<https://almau.edu.kz/ru/pro-bono-juridicheskaya-klinika-almau-otkryla-dveri-dlya-okazaniya-besplatnoj-pravovoj-pomoshhi-zhitelyam-goroda/>



**We would like to thank
our colleagues and
partners for continued
support in our efforts to
contribute to the SDGs.**



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