



SUSTOUKA

Sustainable Tourism in Kazakhstan

SUSTOUKA Project Newsletter 1 — April 2021

Welcome to the first edition of the SUSTOUKA Newsletter, which we hope will contain interesting information on the most important progresses and news about the project development.

SUSTOUKA Project in a Nutshell

The main objective is to **accelerate the transformation of Kazakhstan towards a Green Economy by enhancing the sustainability and competitiveness of the Tourism Sector** of Kazakhstan.

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The Tourism Sector of Kazakhstan is one of the most relevant sectors of the country and it is growing faster than global and Asian average. However, Tourism Sector in Kazakhstan suffers from the absence of quality and sustainability standards, poorly planned facilities, climate change devastating consequences on natural resources, low-skilled human resources, limited understanding of the sector by financial institutions, and insufficient destination marketing and promotion.

SUSTOUKA Project will enhance Tourism Sector sustainability in Kazakhstan by:

- Better equipping Micro, Small and Medium Enterprises (MSMEs) to seize opportunities for green business development.
- Promoting green consumption and better informed public and private consumers.
- Making green financing more accessible to MSMEs.

SUSTOUKA project is funded by the European Union through SWITCH-Asia Grants Programme.

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GRANTS PROGRAMME



Funded by the European Union

Location	Kazakhstan
Start date	01/03/2020
Duration	36 months

SCP Practices & Travelife for sustainability

SUSTOUKA Project will **improve the sustainability and resource efficiency in MSMEs of the Tourist Accommodation Sector of Kazakhstan** by implementing and providing training on Sustainability Consumption and Production (SCP) Practices.



As defined by the Oslo Symposium in 1994, SCP is about “the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials, as well as the emissions of waste and pollutants over the life cycle”.

Moreover, Travelife certification system will be implemented in a group of representative tourism MSMEs to promote commercialization and consumption of sustainable tourist products and services.



SCP Practices

Diagnosis study of the environmental impacts of the Tourist Accommodation Sector of Kazakhstan.

Implementation of SCP Practices in a representative sample of MSMEs.

Development of a practical guide, training, workshops and a network platform to promote, disseminate and replicate the most successful SCP Practices.

Travelife certification

Adaptation of Travelife to Kazakhstan.

Implementation of Travelife in a representative sample of MSMEs.

Elaboration of a practical guide to implement Travelife in tourism MSMEs.

Design and implementation of an awareness raising campaign to reach tourists and intermediate agents.

Once the project action is finished:

A panel of experts in Kazakhstan specialised in the implementation on SCP Practices and Travelife system



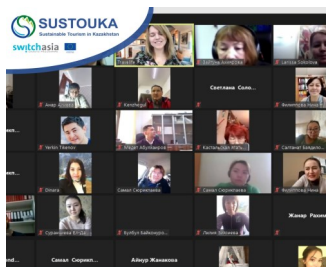
Perpetuating the competitiveness of the Tourism Sector of Kazakhstan

Expected results

- Reduction of water consumption by 25% and energy consumption by 25% in a representative sample of the Tourist Accommodation Sector of Kazakhstan.
- Increase of waste recycling by 20%, local employment by 15%, and number of tourists by 15% in a representative sample of the Tourist Accommodation Sector of Kazakhstan.
- Disseminate project results and guides to around 1,000 MSMEs of the Tourism Sector of Kazakhstan.
- Around 500,000 tourists reached through sustainable awareness campaigns.
- Around 500 people participating in project's activities and events.

Main activities carried out by SUSTOUKA Project

Along the first year of the project, a wide variety of training and capacity building sessions have been carried out:

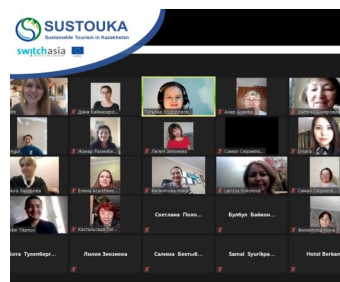


Курс "Устойчивое управление для средств размещения", второй вебинар.

First SUSTOUKA sessions took place in August 2020. Due to the COVID-19 pandemic, these webinars were performed online and introduced the project objectives and methodology to different agents of the Tourism Sector of Kazakhstan. Moreover, they were also introduced to Travelife certification system.

In addition to the project introductory presentations, agents of the Tourism Sector of Kazakhstan received several webinars about diverse topics Sustainability management.

- How sustainability will help business recover quickly after the coronavirus pandemic.
- How to reduce single-use plastics.



Курс "Устойчивое управление для средств размещения", второй вебинар. Заключительная неделя.

SUSTOUKA Project conducted two courses about sustainable management for the accommodation establishments and tour operators. These two courses were carried out during several weeks of October, November and December 2020, in which sustainable management was presented as a tool to optimise the expenditures of the agents while minimizing their environmental impacts.

[Facebook post](#)



A roundtable with several stakeholders of the Tourism Sector of Kazakhstan took place in February 2021, where an interesting and collaborative debate about the adaptation of Travelife to the characteristics and circumstances of the Tourism Sector of Kazakhstan and the country itself was carried out.

[Facebook post](#)



On 18 February 2021, SUSTOUKA Project arranged a capacity building with financial institutions of Kazakhstan to facilitate access to Green Finance for MSMEs of the Tourism sector of the country. During this meeting, benefits and possibilities of green financing were highlighted, as well as implemented successful cases.

[Facebook post](#)

Main results achieved

- More than 40 agents of the Tourism Sector with increased awareness on SCP and Travelife sustainability certification system.
- More than 30 financial institutions informed on Green Financing.
- More than 50 policy makers informed on SCP Practices.
- More than 200 participants from 150 MSMEs of the Tourism Sector in the project events, in which approximately 80% were female. 95% with a high degree of satisfaction.

Project consortium

Coordinator:



Project Coordinator: Juan Antonio Gascón — jagascon@ekotek.es

ECEAT: Naut Kusters — n.kusters@eceat-projects.org

KTA & KAGIR: Rashida Shaikenova — r_shaikenova@mail.ru

SUSTOUKA social media profiles



[Website](#)



[Facebook profile](#)



[Instagram profile](#)



[Youtube channel](#)

Representative of the Tourism Sector:

“Sustainable Tourism considers the economic, social and environmental impacts of the Sector while supporting the local communities, spreading the local culture, fulfilling the needs of tourists and helping the industry”.

ABOUT

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The overall objective of the EU funded SWITCH-Asia programme is to promote sustainable and inclusive growth, contribute to the economic prosperity and poverty reduction in Asia and Central Asia and to a transition towards a low-carbon, resource-efficient and circular economy.

www.switch-asia.eu/