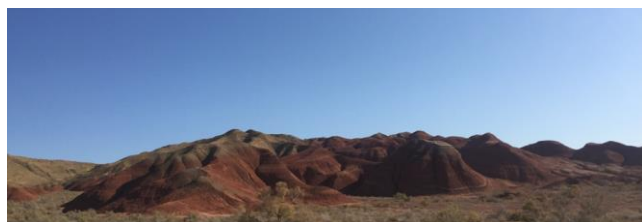


## Implementation of SCP practices and sustainability schemes in the MSMEs of the Tourism Sector in Kazakhstan (SUSTOUKA Project)

<b>Implementing organisation(s)</b>	<i>EKOTEK, ECEAC, KTA and KAGIR</i>
<b>Duration</b>	<i>01/03/2020 – 28/02/2023</i>
<b>Project budget</b>	<i>Total budget: € 1,545,547 EU contribution: € 1,236,438</i>
<b>Location</b>	<i>Kazakhstan</i>
<b>Keywords</b>	<i>Sustainable Tourism, Travelife, green economy</i>
<b>Contract number</b>	<i>ACA/2019/413-581</i>



### Project Description

The 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 Tourism Sector by financial institutions, and insufficient destination marketing and promotion.

The objective of the SUSTOUKA project is to boost the transformation of Kazakhstan towards a green economy by enhancing the sustainability and competitiveness of the Tourism Sector. To this end, the project will:

- Better equip MSMEs to seize opportunities for green business development;
- Promote green consumption and better informed public and private consumers;
- Advocate for clearer and more efficient Sustainable Consumption and Productions (SCP) policies;
- Make green financing more accessible to MSMEs.

### Main target groups

- 225 MSMEs of the Tourist Accommodation Sector
- 25 tour operators
- Over 400 key MSMEs of the Tourism Sector
- Tourism Industry Associations in Kazakhstan (KTA, KGIR, EIRC, ATAK)
- Government institutions and local authorities
- Financial institutions

### Expected results

1. Improved sustainability and resource efficiency in 50 MSMEs of the Tourist Accommodation Sector in Kazakhstan;
2. Promote green commercialisation and consumption by implementing Travelife sustainability certification system in the MSMEs of the Tourism Sector (Accommodations and Tour Operators) of Kazakhstan;
3. Increased awareness and commitment of governmental institutions and financing bodies in SCP practices and Sustainable Tourism benefits;
4. Creation of a panel of experts on SCP practices, sustainability schemes and marketing strategies to foster the continuation of these practices once the action is finished.

	
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