

## Press Announcement

The project "Implementation of sustainable consumption and production (SCP) practices and sustainability schemes in the MSMEs of the tourism sector in Kazakhstan" (SUSTOUKA) invites journalists and media personnel to a **Roundtable** entitled "Promotion of SCP practices and establishment of public-private partnerships in the tourism sector in Kazakhstan" with the aim to engage governmental officials and Micro, Small and Medium Enterprises (MSMEs) in the promotion of sustainable consumption and production (SCP) practices, discuss related national and international policies, promote public-private partnerships and hence, boost opportunities for the tourism sector in Kazakhstan.

**Purpose:** to engage governmental officials in the promotion and development of SCP practices through policy solutions, to promote public-private partnerships, as well as to identify gaps and barriers for future development of the tourism sector in Kazakhstan.

**Conference participants:** Kazakhstan national and local authorities responsible for policy formulation and implementation in the fields of public services, economic planning and finance; national MSMEs of the tourism sector; UNDP; research institutions.

**Working language:** English and Russian.

The event will be held on 17 November 2021, 9:00-14:00 (Almaty time).

The SUSTOUKA project is aimed to accelerate the transformation of Kazakhstan into a green economy by enhancing the sustainability and competitiveness of its tourism sector, increasing environmental awareness and introducing appropriate sustainable practices and technologies in the tourist accommodation sector of Kazakhstan. The project is implemented by an international and multidisciplinary consortium led by EKOTEK (Spain) and composed of Kazakhstan Tourist Association (KTA), Kazakhstan Association of Hotels & Restaurants (KAGiR) and ECEAT (The Netherlands). The project is funded by the European Union (EU) through the SWITCH-Asia Programme. The total budget: EUR 1,545,547. The EU contribution: EUR 1,236,438.

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The project is implemented by:

EKOTEK ([www.ekotek.es](http://www.ekotek.es)):  
[jagascon@ekotek.es](mailto:jagascon@ekotek.es)

ECEAT ([www.travelife.eceat.org](http://www.travelife.eceat.org)):  
[n.kusters@eceat-projects.org](mailto:n.kusters@eceat-projects.org)

KAGiR ([www.kagir.kz](http://www.kagir.kz)):  
[info@kagir.kz](mailto:info@kagir.kz)

KTA ([www.kaztour-association.com](http://www.kaztour-association.com)):  
[kta@kaztour-association.com](mailto:kta@kaztour-association.com)

SUSTOUKA website:  
<http://www.sustouka.kaztour-association.com/>

Facebook:  
<https://www.facebook.com/sustouka/>

YouTube:  
<https://www.youtube.com/channel/UCJmWeFcQ798EH87arbR2jkw>

Instagram:  
<https://www.instagram.com/sustouka/>

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Delegation of the European Union to the  
Republic of Kazakhstan 62, Kosmonavtov  
str., 7th floor, Nur-Sultan 010000, Kazakhstan;

Tel: +7 (7172) 97 45 40

Email: [delegation-kazakhstan@eeas.europa.eu](mailto:delegation-kazakhstan@eeas.europa.eu)

Website:  
<https://eeas.europa.eu/delegations/kazakhstan>