



# SUSTOUKA

## Sustainable Tourism in Kazakhstan

### SUSTOUKA Project Newsletter 2 — December 2021

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



### Actions for Sustainability

The SUSTOUKA Project aims at improving the Sustainable Consumption and Production (SCP) performance of the Tourism Sector of Kazakhstan by:

- Equipping Micro, Small and Medium Enterprises (MSMEs) of the Tourist Accommodation Sector with the necessary knowledge and tools to embrace opportunities for green business development.
- Promoting green consumption and better informed public and private consumers by elaborating practical guides and developing awareness raising campaigns..
- Providing more efficient SCP policies in order to minimise the environmental impacts of the Tourism Sector of Kazakhstan.
- Increasing access to green financing for the tourism MSMEs.

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



Funded by the European Union

<b>Start date</b>	01/03/2020
<b>Duration</b>	36 months

## Training on SCP Practices and Travelife

Along the second year of the project, several **MSMEs of the Tourism Sector of the Almaty region of Kazakhstan** have received training on **SCP Practices and Travelife for Tour Operators and Accommodations**. These sessions are framed within the outputs related to the Implementation of SCP Practices and Travelife Certification System.



Throughout first fortnight of November, SUSTOUKA consortium provided knowledge about **SCP Practices and Sustainability** to a group of hotels and guest houses from Almaty City, Turkestan, Saty, Lepsinks and Basshi villages. These SCP Practices were oriented to reduce the environmental impacts related to energy and water consumption, solid waste management, wastewater management, kitchen and maintenance practices among other areas.



Near Basshi village, a unique tourist destination is located: the **State National Natural Park “Altyn-Emel”**, famous for its rich fauna and wonderful landscapes.



More than 60 MSMEs, both hotels and tour operators, participated in **Travelife sustainability certification sessions** during the final week of November. They were trained on Travelife certification system, SCP Practices and sustainability principles in order to improve the environmental, economic and social impacts of their companies.



## Events carried out by the project

### Dialogue with Government Officials

On 15 July, a conference entitled “**Development of Sustainable Tourism in Kazakhstan**” was carried out with the aim of informing and engaging governmental officials in promotion of sustainable strategies and opportunities for the Tourism Sector in Kazakhstan.

During this capacity building, governmental officials were familiarised with opportunities and potential benefits of the sustainable tourism development in Kazakhstan and discussed the roles and responsibilities of relevant stakeholders. Tourism and environmental experts shared their knowledge and presented successful case studies.



### Forum on Green Financing

A forum entitled “**Dialogue for the development of the Tourism Sector in Kazakhstan**” was held on 21 July to share knowledge and promote a dialogue on green financing prospects for the tourism sector in Kazakhstan.

This event gathered national and international financial institutions and government authorities to discuss how to boost the development of green financing. The participants reviewed green financing initiatives and green marketing policies. The dialogue was focused on addressing barriers, opportunities and future prospects for green financing in the country.



**Mr. Baitokov Marat Uakhitovich (First Vice President and Chairman of the “Association of Banks of the Republic of Kazakhstan”):**

*“The green financial system will help increase the involvement of financial institutions, especially from the private sector, to implement green prospects in Kazakhstan”.*

#### Relevant participants:

- EU Delegation
- Committee of the Tourism Industry of the Ministry of Culture and Sports of the Republic of Kazakhstan
- “Institute of Economic Research” of the Ministry of National Economy of the Republic of Kazakhstan.
- Committee of the Association of Banks of the Republic of Kazakhstan
- “Kazakh Tourism” national company

During this event, 2 **Memorandum of Cooperation** were signed between consortium partners and private associations of Kazakhstan to establish professional relationships for Green Financing:

- ⇒ Between KAGIR and the Association of Microfinance Organizations of Kazakhstan.
- ⇒ Between KAGIR and the Kazakhstan Association of Regional Environmental Initiatives “ECOJER”

## Roundtable with Policy Makers and MSMEs

SUSTOUKA Project organised a **roundtable on 17 November** in which the participants to the event discussed the **key role of government authorities in the implementation of SCP Practices and the promotion of public-private partnerships in the Tourism Sector**.

Kazakhstan authorities responsible for tourism development and tourism MSMEs discussed policy instruments to boost sustainable tourism in Kazakhstan together with European and national experts and stakeholders. The discussion was built around two questions:

- How to develop and implement sustainable policies?
- Best ways to promote public-private partnerships and potential benefits?



### **Mr. Johannes Stenbaek Madsen (Head of Cooperation, EU Delegation to Kazakhstan):**

*“It is highly important to have an open dialogue among all relevant government officials and private stakeholders to ease the establishment of new public-private partnerships in the tourism sector, which will create new jobs and improve livelihoods of local communities”.*

### **Relevant participants:**

- EU Delegation
- Ministry of Culture and Sports of the Republic of Kazakhstan
- Institute of Zoology of the Science Committee of the Ministry of Education and Science of the Republic of Kazakhstan
- UNDP and UNESCO
- “Kazakh Tourism” national company
- JSC “Kazakhstan Center for Public-Private Partnerships”
- Association of Environmental Organizations of Kazakhstan and regional associations of the Tourism Industry

**2 Memorandum of Cooperation** were signed between consortium partners and public-private organisations of Kazakhstan during the roundtable with the objective of finding common grounds and sharing ideas to accelerate the sustainability transition of the Tourism Sector of Kazakhstan:

- ⇒ Between KTA and “Kazakh Tourism” National Company.
- ⇒ Between KTA and the United Project Office “Almaty Mountain Cluster”.

## HOEX exhibition



Local partner KAGIR participated in HOEX - Central-Asian International Exhibition “Everything for hotels, restaurants, supermarkets” - during the first week of November. HOEX was held alongside with **WorldFood, ArgoWorld, KazUpack and CleanExpo Kazakhstan** exhibitions, which brought together at a single exhibition a cooperation framework for solving current and future challenges facing the tourism industry.

In HOEX, local partner KAGIR gave a speech about **Sustainable Hotel Management** and explained the actions of SUSTOUKA Project to introduce sustainability in the accommodation sector of the country.



## **Monitoring visit of the EC**

In November, the **European Commission** visited Almaty with the objective of monitoring the SUSTOUKA Project implementation. For this purpose, the **annual meeting between the project partners and the EC** was carried out.

Furthermore, the EC representatives had the opportunity to meet a delegation of MSMEs participating in SUSTOUKA Project. During this joint discussion, the MSMEs showed their interest in the SUSTOUKA Project and their expectations regarding the goals to be achieved. .



According to the SUSTOUKA Project schedule, these MSMEs will implement SCP practices in their facilities and will be certified with Travelife sustainability system. The objective of these two actions is to reduce the environmental, economic and social impacts of these MSMEs.

## **Local experts**

In order to ensure the continuity of the project actions, SUSTOUKA consortium is working on the **creation of a panel of experts with advance knowledge on SCP Practices, the importance of adopting sustainable measures for the future development of the sector, Travelife certification, environmental management systems, etc.**

The recruited experts will have a double objective:

- Help and support local MSMEs on the implementation of SCP Practices.
- Promote the adoption of SCP Practices and Travelife beyond the end of the project.

SUSTOUKA has developed a **free programme** for local participants delivered by top-level trainers. Attendees will receive a high standard of education and will be certified on Sustainable Tourism, which is a constantly growing sector.

**Find out more about SUSTOUKA and contact us through e-mail, social media or website to participate in SUSTOUKA Project and help us make the Tourism Sector of Kazakhstan more sustainable!!**

## Main results achieved

- 42 hotels and accommodations, and 20 tour operators trained on SCP Practices and Travelife certification system in order to implement these sustainability principles in their facilities.
- More than 130 participants (50% female) in the events held during this semester.
- 2 Memorandum of Cooperation signed between consortium and public-private organisations of Kazakhstan to work for the implementation of sustainability regulatory framework.
- 2 Memorandum of Cooperation signed between consortium and private financial and environmental associations of Kazakhstan to establish professional relationships for Green Financing.

## Project consortium

Coordinator:



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## 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

**switchasia**



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/](http://www.switch-asia.eu/)