

ALMAU KNOWLEDGE BUILDING



# ALMA

ALMATY MANAGEMENT

# UNIVERSITY

— Powered by —  
Arizona State University

# AlmaU

## Commitment to ESG

# AlmaU Strategy

## Vision

Almaty Management University is an entrepreneurial, socially responsible world-class university.

## Mission

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

## Values



Leadership



Diversity and inclusion



Integrity and openness



Responsibility



Team spirit and synergy

## Strategic goal

The goal of the university is to prepare students for a successful career and a conscious life, and to contribute to the development of society, entrepreneurship and the state.

## Strategic directions

**Academic excellence:** student-centered education, personification, online education and lifelong learning

**Research and Innovations:** strengthening research competencies, developing conditions for generating knowledge and developing innovations.

**Entrepreneurship for all:** development and dissemination of entrepreneurial mindset and skills among people of all professions and ages, increasing the influence of the university on the country's economy and public life.

Each strategic direction is imbued with **three principles**:



Sustainable development



Internationalization



Digitalization

# AlmaU ESG Pillars



➤ **Civic Engagement**



➤ **Environmental awareness**



➤ **Sustainable mindset**



➤ **Meaningful collaborations**



➤ **Responsible Management in Education**



➤ **Win-Win-Win Principle**



# Civic Engagement

Rethinking the role of a modern university to promote and nurture sustainable development of society and social responsibility in the Central Asian region becomes one of the top priorities for academia and expert society. Launching and enhancing a new model of higher educational institutions is a fundamental issue for mutual activity of state bodies, stakeholders of the educational sphere as well as society and economy.

We expect increasing universities engagement and involvement into solving the social problems in different ways - through research, publications, training / retraining (upskilling / reskilling / newskilling) programmes, personnel development programmes, as well as through a wide range of activities such as volunteering and charity, educational, social and cultural activities. In this capacity, educational institutions in many cases act as a backbone organization, defining themselves in the center of the infrastructure, ensuring sustainable development in particular regions and cities.

For rising societies, the core objectives of HEIs as of today become development of intellectual resources, increase the quality of human capital, enlarge the degree of public trust and nurture civic education.



# Civic Engagement

As it was never before, socially significant, essential, global interests of all social groups of society should become priority in our public consciousness, namely, everyone's involvement in conscious identification as a citizen with an active life position. The HEI's model should be centered on the problem of education accessibility for all social groups creating opportunities for a wide access to high-quality higher education.

It is important to promote engagement and support from the state, business structures, civil society institutions, and higher educational institutions themselves.

It is crucial to pay attention to the university influence on economy, social sphere, society as well as to necessity of dynamic transformations and digitalization integrated into all aspects of our life. Sustainability comes together with increasing role of universities in the public activities and with the conceptual understanding of the university third mission. Open dialog between all interested parties helps to raise important social problems enlarged by COVID-19 pandemic and develop joint viewpoint to overcome difficult conditions and resolve the problems in economy, education and in social sphere.

AlmaU commits to promote equal opportunities and to avoid any unlawful or unfair discrimination and harassment in the place of work or study.



# Sustainable mindset

AlmaU not only teaches skills, but also instills a style of thinking: proactive, adventurous, innovative. The combination of visionary and deep practicality is a distinctive feature of university graduates, as well as all those who call themselves partners of AlmaU. It is up to entrepreneurs to make the future changes in economic reality - both on the scale of individual communities and around the world.

AlmaU adheres to the principle that students learn and develop through their experience throughout the entire period of study, both at the university and themselves through the creation of their own projects, participation in startup competitions, and in the community, through projects like Enactus, committed to changing society and improving the quality of life through entrepreneurship.

AlmaU develops research partnerships, updates its research in accordance with the UN global SDG agenda. We will expand the university's participation in research activities internationally through:

1. Work in international research projects that bring both reputational and practical benefits, giving university researchers experience in an international environment, as well as increasing participation in competitions for grant funding.
2. Inviting international experts to university projects in order to exchange useful experience and improve the quality of research.
3. Development of the AlmaU scientific journal and its inclusion into the CCSES and Scopus databases.



# Sustainable mindset

Sustainable development and adherence to the UN Sustainable Development Goals are of key importance, which is integrated into the system of values, academic processes, financial, economic and professional activities of both the entire organization and individual departments.

The University demonstrates its commitment to these principles through:

- development and approval of relevant internal guiding documents and policies;- organization of internal and external events, both local and international;
- initiating an open dialogue with stakeholders;- involvement in the activities of international professional associations and organizations;
- participation in the relevant international rankings and obtaining the relevant accreditations;
- creating information flow through corporate communications channels;
- publication of relevant reports and information.

All these principles correspond to the strategic interests of AlmaU, contribute to its further sustainable development, the formation of competitive advantages, enhancing the image and reputation, strengthening its positions on the domestic market and on the international arena.

The University builds loyalty and objective awareness of the need for social responsibility of each individual employee or stakeholder, as well as the importance of adherence to the UN Sustainable Development Goals.

AlmaU Campus is inclusive and reflects the values of the university - [3D Campus Tour](#)



# Responsible Management in Education

The University team sets a clear goal of making a meaningful contribution to the development of Kazakhstan via fruitful cooperation with the business, government and society. In its operations AlmaU incorporates the UN SDGs, follows the UN Academic Impact, UN PRME initiatives, and CEEMAN Manifesto.

AlmaU strives to stay as a Meaningful & Impactful University in academic activities, content and organizational practices via strategic directions, such as generation of knowledge and knowledge management, building and developing the entrepreneurship ecosystem; contribution to the development of business, government, society and education as well as focusing on the wellbeing and development of people and culture.

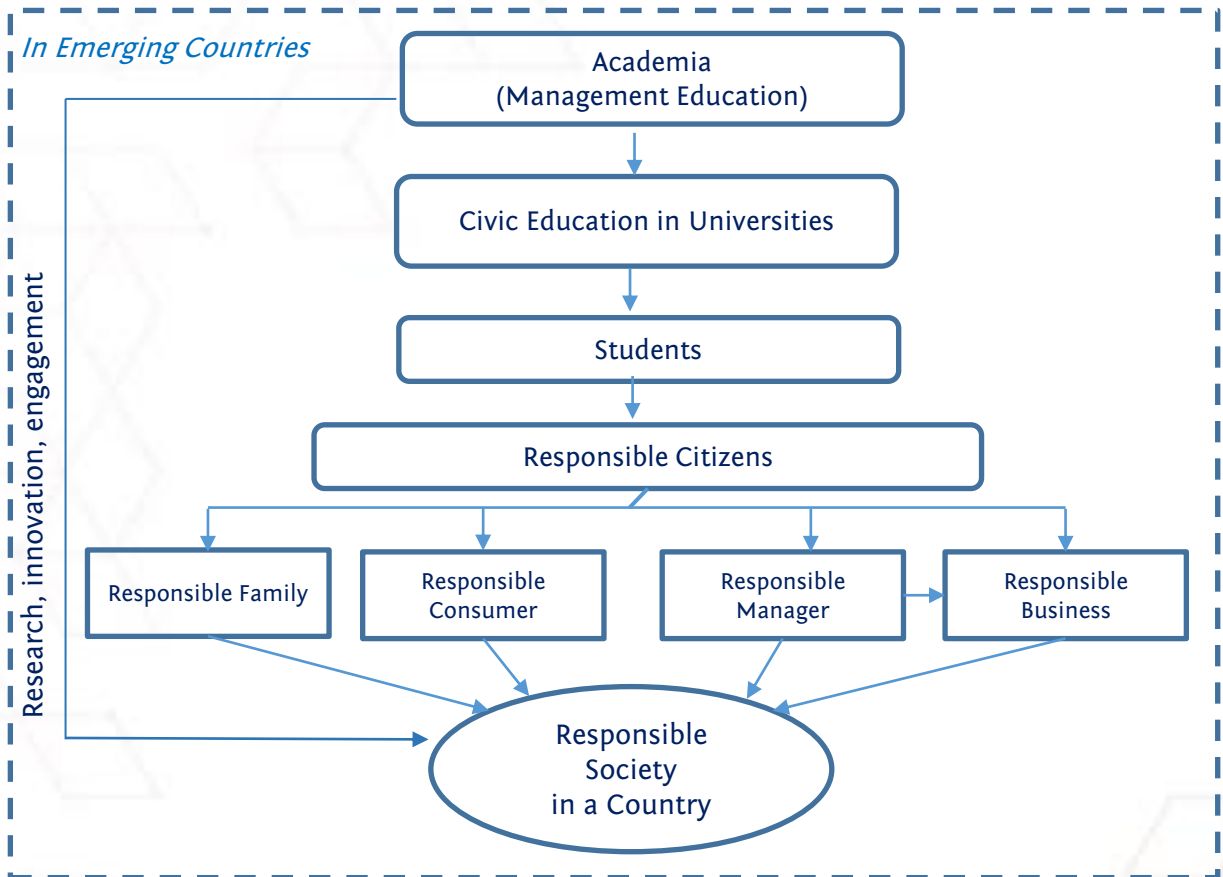
Almaty Management University implements the principles of the UN SDGs through UN Academic Impact and PRME and other initiatives. AlmaU is a signatory of PRME (Principles of Responsible Management Education, UN Global Compact) since 2009. AlmaU presents its commitment to the UN Principles for Responsible Management Education. The university is proud to be a PRME signatory and expresses its continued commitment by submitting the SIP reports every 2 years. At AlmaU we are committed to bring the value to our students and stakeholders. We see a truly worthy mission of the university – to be an impactful university in forming socially responsible style of management for the benefit of the civic society.

AlmaU progress reports are available [here](#).





# Responsible Management in Education



We believe that:

Education is the main driver of development of a country.

Civic education is a driving force to create impact on societies.

Emerging countries (rising societies) need responsible management education.

To achieve SDGs, social responsibility should be the core to education, teaching & operations.



# Environmental awareness

AlmaU is aware of the risks that climate change poses to the long-term viability of the organization and the potential impact that climate change could have on its engagement and communities, as well as on its students, partners and other stakeholders. University takes actions to reduce the negative impact on the environment .

AlmaU Climate Transformation Principles:

## 1. Climate responsibility

AlmaU leadership puts the university responsibility to the community and the environment at the forefront.

## 2. Understanding climate risks and opportunities

AlmaU encourages the initiation of projects aimed at researching, assessing and managing climate risks.

## 3. Strategic integration

Sustainable development is one of the 3 key development trends indicated in the AlmaU Strategy.

## 4. Reward system

AlmaU encourages the actions of university employees, students, faculties involved in the combating climate change.

## 5. Reporting and disclosure

AlmaU openly provides data on its activities.

## 6. Knowledge-sharing

Effective interaction and exchange of experience can increase the success of the AlmaU actions to combat climate change.



# Environmental awareness

Within the framework of climate principles, the University is actively working in the field of environmental protection and environmental awareness in the following areas:

**Disposal.** E-waste management is one of the biggest challenges facing organizations. This requires sustainable management of products at the end of their useful life due to the associated environmental, social and economic impacts. The University disposes of faulty equipment, lighting fixtures, plastic cases, motherboards, cables, data drives, etc. Medical waste is also subject to disposal.

**The use of recyclable materials.** The University gives priority to recycled products in the procurement process, including recycled paper, containers, stationery, packaging materials, etc.

**Eco-friendly products.** The University uses certified environmentally friendly detergents, disinfectants, and cleaning products in its activities.

**Food waste.** The university works to reduce food waste and donates expired products to local livestock organizations.

**Green campus.** The staff, teachers and students of the university are actively involved in landscaping both on and off campus. Also, all interested parties undertake to maintain cleanliness and order on the campus.

**Saving resources.** The corporate culture of the university reflects such norms of behavior as saving electricity, water, heating, paper, consumables, as well as the preservation and reasonable consumption of university property.

**Environmental projects.** The University implements and is a member of a consortium of projects aimed at promoting the achievement of sustainable development Goals. Preference will be given to project proposals that comply with the principles of this commitment.

**Education.** Courses on sustainable development and eco-activity, civic initiative and social responsibility are included in the university's curricula. An important component of the student training program is the formation of sustainable thinking.



# Meaningful collaborations

The University runs following core mainstreams related to global social responsibility and sustainability in education. Social values are incorporated in the academic programs, internships and extracurricular activities. Integration of social responsibility into leadership skills and knowledge studied for students is a must. The ethical behavior is promoted on all levels of educational and social life encouraged among young people. The young people are involved into projects designed for society and community groups' needs.

The University initiates, participates and runs socially significant projects, including projects that draw attention to the problems of society.

In this regard, the main focus of this work perspective is the implementation of the AlmaU third mission, which is about contribution to the development and meanings' creation. Our old and new partnerships, our joint projects are the evidence of our influence on the formation of values together, formation of a civic position, development of a culture of social responsibility and entrepreneurial mindset.

International internships, exchange programs, and advanced training courses are a mandatory component for the career development of faculty and staff. The University cherishes the mental health, spiritual development and creative culture of its employees.

AlmaU directs efforts to actions which have meaningful and valuable significance to find new ways and approaches for the future improvements, partnership opportunities and synergy – regionally and worldwide



# Win-Win-Win Principle

Launching and enhancing a new model of higher educational institutions is a fundamental issue for mutual activity of state bodies, stakeholders of the educational sphere as well as society and economy.

Current trends enlarge capacity of the higher education. Classical studies are supplemented by new trends – lifelong learning, extension education, silver age programmes and others.

We expect increasing universities engagement and involvement into solving the social problems in different ways - through research, publications, training/retraining (upskilling/reskilling/newskilling) programmes, personnel development programmes, as well as through a wide range of activities such as volunteering and charity, educational, social and cultural activities.

The activities of AlmaU should become a significant step in the development of economic science, that promotes opinion exchange and synergy between scientists and experts from different countries of the world, representatives from state bodies, businesses, NGOs and universities, realizing the "Win-Win-Win" principle.

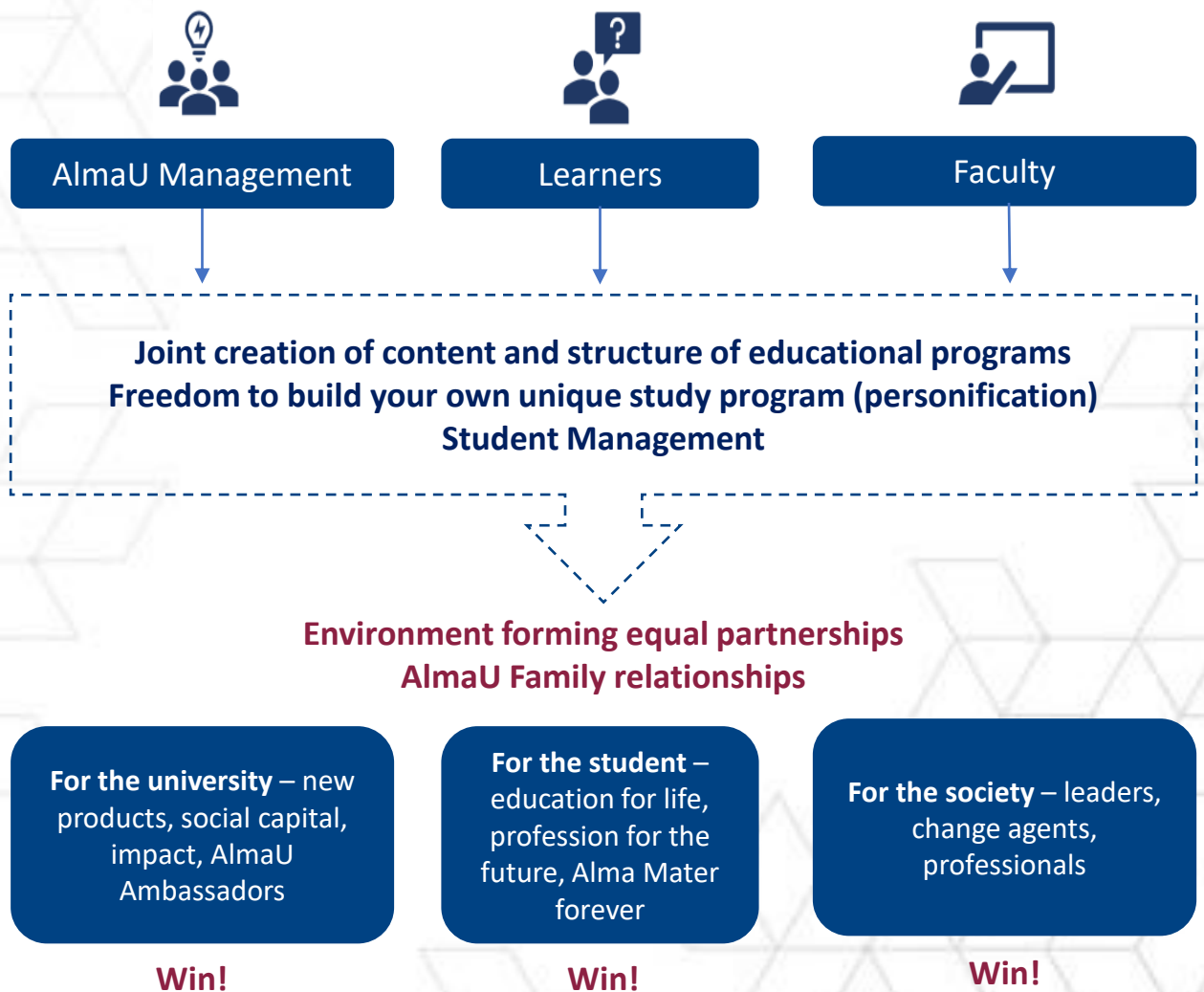
Synergy in Partnership is implementation of the «Win-Win-Win» principle, according to which any mutually beneficial cooperation between the two parties (Win-Win) should benefit also the third party (Win). The 3rd win is when the output turns out unexpected, meaningful, has a value added and reflects the synergy.



# Win-Win-Win Principle

Team spirit and synergy - we are a close-knit team working on the principle of "Win-Win-Win" to ensure the synergic success of the university, society, business and government.

Reimagining of HEIs contribution to the socio-economic development of society through the synergy between educators, scientists and experts, representatives from state bodies, businesses, NGOs and universities realizing the "Win-Win-Win" principle.



# Links to more info

- [Quality assurance policy](#)
- [Quality assurance objectives](#)
- [Anti-corruption and bribery policy](#)
- [Equality, Diversity and Inclusion Policy](#)
- [Social Responsibility and Sustainable Development Policy](#)
- [AlmaU Sustainable Food Policy](#)
- [Policy for the Procurement of Goods, Works and Services](#)

