

FROM TARGETED ASSISTANCE
TO SOCIAL INVESTMENT

# **SAMRUK-KAZYNA TRUST**Social Development Foundation

Annual report





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# A single operator of the charity activities of the group of companies of Samruk-Kazyna JSC









































## **Yerlan Darimov**General Director

#### Dear Friends!





of the country as the key partners in administration of the social projects. In 2017, Samruk-Kazyna Trust acted as an initiator of social changes and developed a unique regional social investment program known as "Menin Elim". The program combined a number of projects focused on the improvement of the quality of life in the regions, where the member companies of the Foundation operate.

In this annual report we present a new approach to projects, and that is why we conditionally divided them in four sections. In the first section "Care" we will tell you about socially important projects providing support to the population. In "Impulse" you will see projects giving people momentum to achieve new heights. The "Development" is about supporting the initiatives focused on the comprehensive development of people of Kazakhstan, and in the "Movement" you will find a description of sports projects aimed at making mass sports popular, especially among the young generation.

We stay committed to our key principles: efficiency, consistency, transparency and social importance. Our Foundation takes all responsibility for the imposed functions, strives to achieve the goals of sustainable social development and improvement of the quality of life in our country.

Together - to the top!

#### **ABOUT THE FOUNDATION**

#### **GENERAL INFORMATION**

The activities of Samruk-Kazyna Trust Social Development Foundation go hand in hand with the strategy of its founder, group of companies of Samruk-Kazyna JSC, which sets the tasks on integration of the sustainable development and social responsibility principles in the

business development plan. The presence of the group of companies in most regions of Kazakhstan certainly makes us committed: to date, more than 400 companies with about 340,000 employees are members of the Foundation.

# THE FOUNDATION PERCEIVES PEOPLE AS THE CORE VALUE, AND THAT IS WHY A GREAT DEAL OF ATTENTION IS PAID TO THE DEVELOPMENT OF THE SYSTEM OF SOCIAL RESPONSIBILITY

The Foundation completely reformed its approach to charity and sponsorship from targeted assistance to social investment. While previously the lack of consistency of charitable activity on the part of the group of companies

was observed, currently the Foundation applies targeted solutions to problems in various locations. Today, the Foundation demonstrates stable results of qualitative changes in its governance and charity administration system.

# SAMRUK-KAZYNA TRUST COMPLETELY REFORMED ITS APPROACH TO CHARITY, HAVING TRANSITIONED FROM TARGETED ASSISTANCE TO THE INTRODUCTION OF SOCIAL INVESTMENT

In 2017, this step made it possible to increase the total number of direct beneficiaries and cover the interests of more people in the regions of Kazakhstan, both among employees of the group of companies and regional communities not directly involved in the operations of Samruk-Kazyna group of companies.

The single operator acts under the support of the Republic of Kazakhstan Government, state agencies, local executive authorities and experts in public and social policies. The non-governmental organizations act as administrators of the Foundation's charity projects.

# The Charity Policy pursues the following objectives:

Ensure CONSISTENCY of the implementation of charitable projects;

Develop and implement programs and projects at the COUNTRY LEVEL;

Create working conditions within the CORPORATE SOCIAL RESPONSIBILITY policy;

Manage social investments EFFICIENTLY.

# Over the years of its work, the Foundation:

Built a system of QUALITATIVE SELECTION AND CONTROL of socially important projects;

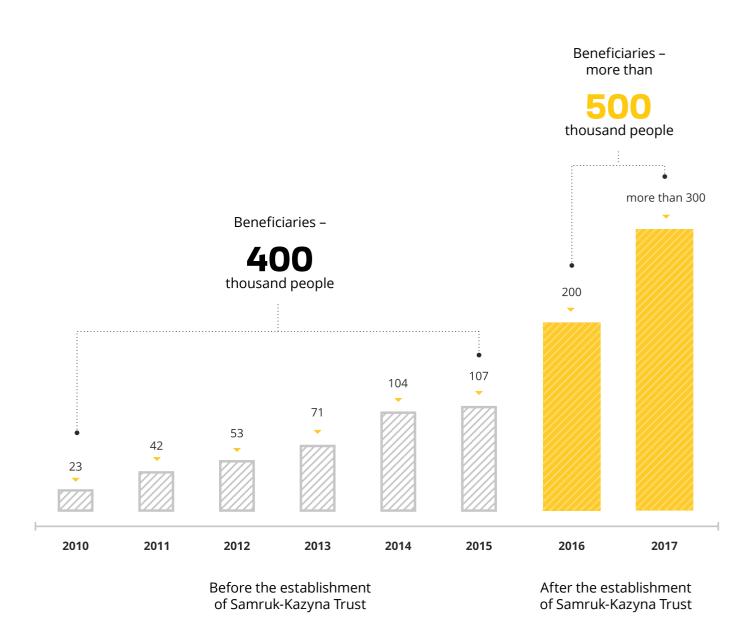
Established TRANSPARENT decision making and financing procedures;

Implemented a COMMON MONITORING for the allocated funds;

Excluded DOUBLE financing;

Improved the EFFECTIVENESS of each project.

# Indicators of charitable activities of Samruk-Kazyna JSC



# BASIC PRINCIPLES OF THE FOUNDATION ACTIVITIES

Samruk-Kazyna Trust acts in accordance with the regulations on the provision and monitoring of charity, the charity policy of Samruk-Kazyna JSC, being guided by best practices of corporate social responsibility.

The Foundation in its work gives priority to the strategic projects, capable of ensuring qualitative changes in the social environment and becoming a driver for its development. The program of the Foundation is aimed at implementing the republican and regional projects developed by reference to the priority areas of the Charity Program and problem importance. The needs, experience and authority of all stakeholders are taken into consideration. The Foundation's charity model is transitioning from targeted assistance to social investment.

#### **Principles of the Foundation Principles**



**EFFICIENCY** 



CONSISTENCY



**IMPORTANCE** 



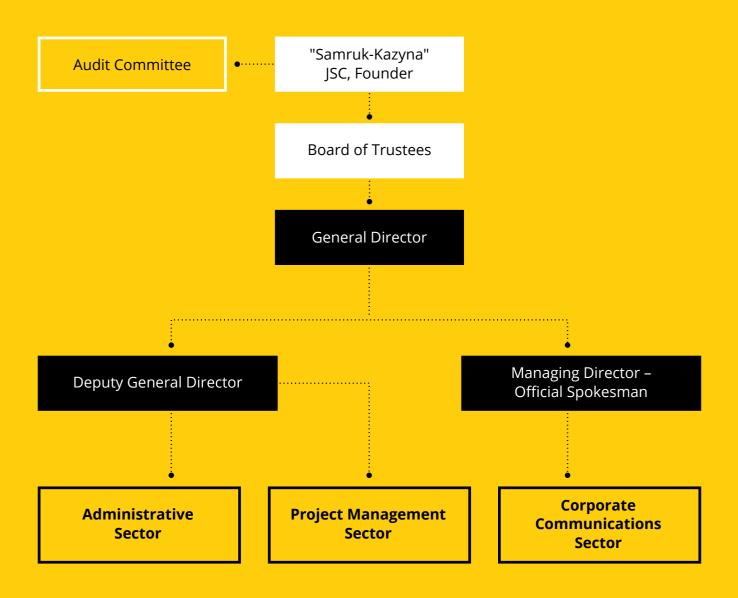
**TRANSPARENCY** 

#### **GLOBAL REACH**

The charitable activity is implemented in accordance with the approved charity strategy within the Republic of Kazakhstan with a focus on the regional presence of Samruk-Kazyna group of companies in collaboration with active non-governmental organizations and local executive authorities. The operating activity

is performed by 19 full-time employees of the Foundation as well as with the help of special non-governmental organizations. The office of the Foundation is located in Astana city. The Foundation has no additional branches and representative offices in the regions of Kazakhstan or abroad.

# The organizational structure of Samruk-Kazyna Trust



\*Total staff number is 19 employees

# ORGANIZATIONAL MODEL AND SYSTEM OF GOVERNANCE

#### **BOARD OF TRUSTEES OF THE FOUNDATION**

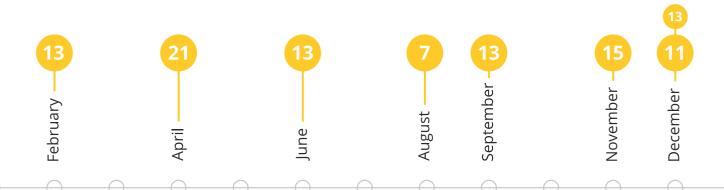
The Board of Trustees is a permanent collegial management body of Samruk-Kazyna Trust Social Development Foundation, which

includes representatives of Samruk-Kazyna JSC, political and public figures, Kazakhstani and international experts.

#### The tasks of the Board of Trustees

Control of the Foundation's activities for compliance with the goals stated in its charter, approval and administration of charitable projects.

#### IN 2017, 8 MEETINGS OF THE BOARD OF TRUSTEES WERE HELD



#### Darkhan Kaletayev

Chairman of the Board of Trustees of the Foundation, Member of the RK Parliament Senate



"FROM THE FIRST DAYS
OF THE FOUNDATION
WE HAVE BEEN ACTIVELY
WORKING WITH ALL
STAKEHOLDERS THE GOVERNMENT,
BUSINESSES AND OUR
PARTNERS"

#### The members of the Board of Trustees

AS OF DECEMBER 31, 2017



GULNAR IKSANOVA

Member of the RK Parliament Mazhilis, Member of the RK President's National Commission for Women's Affairs, Family and Demographic Policy, Candidate of Economic Science



KUANYSH SULTANOV

Member of the RK Parliament Mazhilis, Politician, Professor of the RK Presidential Academy of Public Administration, Ph.D. in Political Science



ULAN TAZHIBAYEV

Managing Director for Human Resources and Communications of Samruk-Kazyna JSC



NURLAN URAZALIYEV

Head of the Social Project Service of Samruk-Kazyna JSC



MICHAEL PAYNE

International Expert in Marketing and Strategic Development

#### **TEAM OF THE FOUNDATION**

# Total number of employees



12 WOMEN

7 MEN The Foundation has no discrimination by sex, religious beliefs, race, etc. All employees of the Foundation are full-time workers employed in full compliance with the labor laws of the Republic of Kazakhstan.

#### THE TOTAL AVERAGE SERVICE RECORD OF THE TEAM:





#### **PRIORITY AREAS**

1

2

#### ASSISTANCE TO PEOPLE AND COMMUNITIES IN THE SOCIAL AND HEALTHCARE SECTOR

Improvement of healthcare for the population, orphans, children deprived of parental care, children from one-parent families, low-income families and large families, and organization of disease diagnosis, medical treatment and rehabilitation;

Provision of opportunity for medical treatment abroad for minor children with diseases that are incurable in the Republic of Kazakhstan;

Assistance to the most disadvantaged and vulnerable categories of the population, including those who have low income, need nursing and care;

Support of healthcare, children's and other social institutions that have difficulties with financing of their current activities;

Promoting activities in the field of prevention and protection of public health, as well as promoting a healthy lifestyle, improving the moral and psychological state of citizens;

Improvement of qualification and image of employees of the social, healthcare and education sectors.

#### DEVELOPMENT OF MASS MEDIA, CULTURAL COMMUNITY AND HUMAN POTENTIAL

Provision of material, financial, technical and other assistance to the students of educational establishments from socially vulnerable categories of the population with good progress in studies and to employees from the sectors of healthcare, social support of the population, development of science, education and culture for the purpose of their professional development;

Assistance in the education, science, culture, arts, awareness improvement activities;

Formation of the civil society;

Organization and support of scientific and practical researches in healthcare, pedagogics, teaching methods and education;

Assistance to specialized organizations that help create jobs for people with disabilities;

Development of mass sports, high performance sports and sport infrastructure.

3

Diversification of the Kazakhstan economy through the establishment of a startup platform, generating new projects;

Support of projects focused on the regional development of Kazakhstan.

## STRENGTHENING OF LABOR AND INTERETHNIC RELATIONS; INVESTMENT IN SUSTAINABLE DEVELOPMENT OF SOCIETY

Promotion of interethnic peace, friendship and accord, prevention of social, labor, national and

Development of positive interethnic, intercultural and interconfessional communications, improvement of ethnocultural education;

religious conflicts;

Organization, conduct and financing of conferences, forums, round tables, publishing activities, etc.;

Support to publicly important initiatives;

Proper upkeep of facilities and territories with historical, cultural or environmental importance.



## PROMOTION OF THE IMAGE OF "ASTANA" IN THE WORLD ARENA OF PROFESSIONAL SPORTS

Support of projects promoting Kazakhstan and "Astana" brand in the area of professional sports;

Support of projects promoting Kazakhstan and "Astana" brand in the area of sport marketing.





## PRESERVATION AND STRENGTHENING OF THE REPUTATION OF THE FOUNDATION AND/OR ITS GROUP

#### SUPPORT TO REGIONAL AND BUSINESS INITIATIVES

Creation of added value for the portfolio companies of the Foundation;

Implementation of projects aimed at improving the image of the Foundation and/or its group;

Implementation of projects, strengthening the reputation of the Foundation and/or its group, as sustainable and socially responsible organizations.

# SYSTEM FOR PROCESSING THE APPLICATIONS

Samruk-Kazyna Trust considers applications filed by individuals and legal entities, performs their expert assessment and prepares a reply in accordance with the procedure established by the laws of the Republic of Kazakhstan.

According to Article 8 of the Procedure for Consideration of Applications of Individuals and Legal Entities Act of the Republic of Kazakhstan No. 221-III, the applications of individuals and legal entities are processed

within 15 calendar days after their receipt. An application for which additional information is required from other parties is processed within 30 calendar days after its receipt. The applications for charitable assistance that comply with the Charity Provision and Monitoring Regulations of Samruk-Kazyna Trust are forwarded for consideration to the Board of Trustees.

The application receiving channels: door-to-door, e-mail info@sk-trust.kz.



In 2017, Samruk-Kazyna Trust received 1,324 applications, of which:

194 – applications for charitable assistance from non-governmental organizations of the Republic of Kazakhstan.

42 - of which were approved.

152 – applications found to be noncompliant with the Charity Provision and Monitoring Regulations of Samruk-Kazyna Trust.
1130 – incoming correspondence from the state agencies, local executive authorities, internal correspondence with charity users

# STRATEGY OF CHARITABLE ACTIVITY

Social charity, as perceived by the Foundation, is not a one-time gratuitous assistance, but an ongoing work for the creation of favorable

environment for social and spiritual wellbeing of citizens.

19

# THE FOUNDATION IS FOCUSED ON THE INTERESTS OF THE ENTIRE SOCIETY, RATHER THAN JUST CERTAIN GROUPS OF PEOPLE

Therefore, the idea of charity is embedded in the plan of strategic development of the Foundation and the portfolio companies, and it is implemented within the concept of corporate social responsibility. One of the important tasks of Samruk-Kazyna JSC is to ensure that its activities and activities of the

portfolio companies are consistent with the principles of sustainable development. To ensure sustainable development and create economic value in the long run the Samruk-Kazyna group of companies must achieve alignment of economic, environmental and social goals.

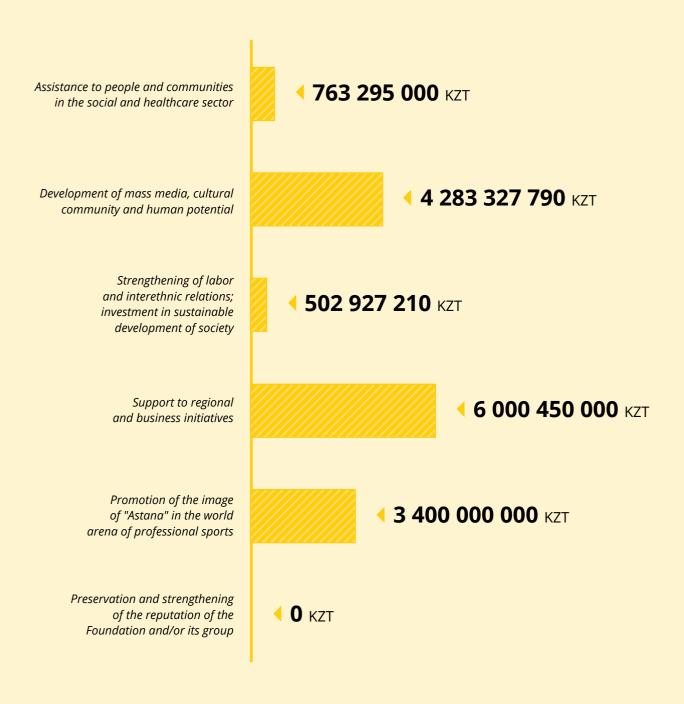
GENERAL INFORMATION
ON SAMRUK-KAZYNA TRUST
ACTIVITIES IN 2017

The Foundation acts in accordance with the 2017 Roadmap for the development of the Foundation approved by its Board of Trustees.

The total annual value of charitable assistance of the Foundation was determined in accordance with the Annual Plan of Expenditures of the Foundation and amounted to about 15 billion KZT.



# Distribution of financial resources for 2017





#### **MENIN ELIM**

"Menin Elim" is a project to develop local communities and improve the quality of life in the regions, where mining and processing companies of Samruk-Kazyna JSC operate.

**Project geography:** Akmola, Pavlodar, East Kazakhstan, Aktobe, Atyrau, West Kazakhstan, Mangistau, Kyzylorda, South Kazakhstan Regions

**Administrator:** Samruk-Kazyna Trust Corporate Foundation

**Target group:** people living in the regions where the Samruk-Kazyna group of companies operates

"Menin Elim" social investment program was first launched in 2016. The pilot projects in Arshaly and Akmol villages in Akmola region were implemented then. In 2017, the program was further developed and combined a number of projects focused on the improvement of the quality of life in the regions, where the member companies of the Fund operate. A number of special republic projects were also launched under the program: "Happy Childhood", "Children's Tourist Train "Tugan Elge Sayakhat", "Ozat" Scholarship Program", "Medical Trains".

Today, the "Menin Elim" program covers six regions of the Republic of Kazakhstan: Pavlodar, Mangistau, West Kazakhstan, Aktobe, Akmola, South Kazakhstan. The main benefit of the "Menin Elim" program is the involvement of the local population and local executive bodies into the implementation of the program. Mission of the program: improving the quality of life in the regions, scaling up access of the population to the high quality urban environment, education, healthcare, and cultural sites.



# Areas of program implementation

- Developing the social infrastructure of the regions
- Reviving the historic and cultural heritage of the region
- Developing the local communities through the support of civil initiatives
- Forming the healthy lifestyle culture



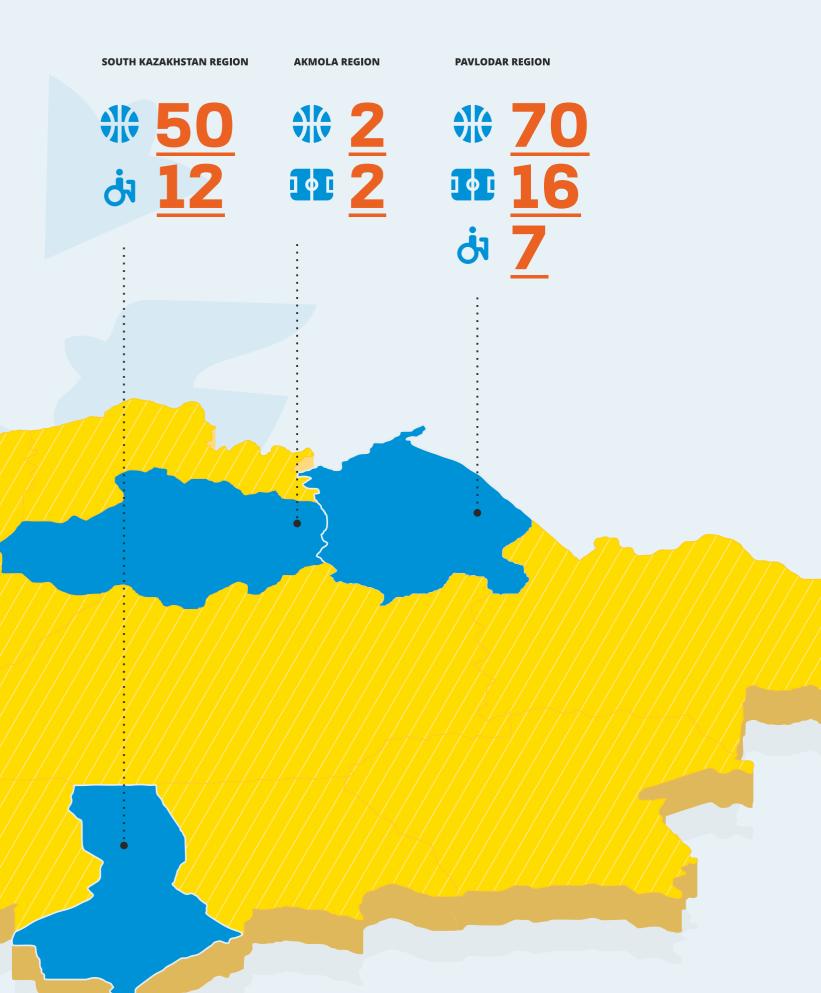


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Schools provided with sports gear based on the results of the competition "Together – to the Top!" Playgrounds and sports grounds Schools provided with special correctional equipment





#### **Program objectives** and tasks

#### **Objectives**



Managing social investments efficiently



Developing the cooperation with the society and authorities in the region



Fostering the growth of confidence in the Samruk-Kazyna group of companies

#### **Tasks**



Developing an efficient model of social investments



Promoting value orientations: care, conscientiousness, involvement, success

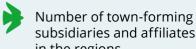


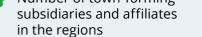
Involving employees of the Samruk-Kazyna group of companies in social projects

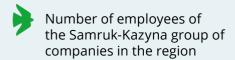


Creating conditions for active participation of the youth and elderly in the social life

#### Priority criteria to form the regional portfolio of projects

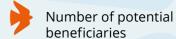








Interaction with local executive bodies



#### Project results for 2017

100

remedial schools in Kazakhstan are provided with required equipped

240

general education schools in Kazakhstan are provided with multi-purpose sports equipment

43

children's play and sports grounds are installed

**15** 

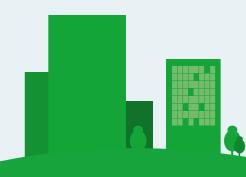
music schools in Pavlodar region are provided with 241 items of musical equipment

260

monthly scholarships amounting to 30 000 tenge are allocated to technical students

6

grants amounting from 500 000 to 2 000 000 tenge are allocated to NGO winners





# Procedure for program implementation in the regions









Conducting research in the region

Developing program activities in the region

Expert examination and approval of the program by subsidiaries and affiliates, expert community, and local authorities

Finalizing the program









Defending the program at a meeting of the Board of Trustees Implementing the program

Monitoring the program implementation Preparing an annual report on program implementation and social investments of subsidiaries and affiliates of the Samruk-Kazyna group of companies





SOCIAL SUPPORT TO THE POPULATION



"Healthy Children" is a project for the provision of a package of free rehabilitation services and qualified medical, social and psychological care to children with disabilities.

**Project geography:** cities of Astana, Shymkent, Atyrau, Zhanaozen

#### Administrators:

"Kasietti Zhol" Public Foundation – Astana and Shymkent;

"BI-Zhuldyzai" Corporate Foundation – Zhanaozen; "Bolashak K" Public Foundation – Atyrau.

**Target group:** children with infantile cerebral paralysis from socially vulnerable categories of the population.

To date, there are more than 19,000 children with infantile cerebral paralysis in Kazakhstan.

Due to high load on medical centers, only 20% of such children can get rehabilitation and the rest have to wait for their turn for years.

As a result of the "Healthy Children" Project, 4 medical rehabilitation centers (MRC) for children with infantile cerebral paralysis from socially vulnerable categories of the population were established in Astana, Shymkent, Zhanaozen and Atyrau.

In 2017, the "Balapan" Early Intervention Center for children under the age of 2 with neuroorthopedic disorders from low income families and orphan homes of Kazakhstan was opened in Astana with the support of Samruk-Kazyna Trust. The project includes various types of rehabilitation under an individual program: medical (kinesitherapy, exercise therapy with massage elements), pedagogical (correctional classes with a logopedist, speech pathologist, work therapy specialist) and psychological assistance.

The project is focused on a complex rehabilitation, giving an opportunity to achieve more efficient results.

**Effect:** improved psychological and physical condition of 95% of children, the lack of improvement was noted only in children who missed classes.

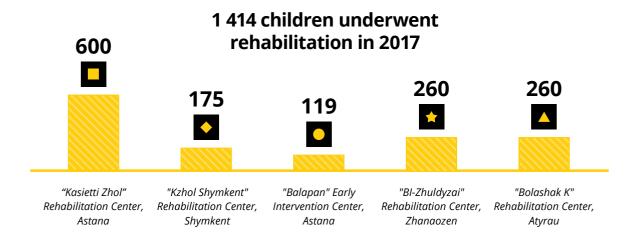




#### **Achievements**



CHILDREN WITH INFANTILE CEREBRAL PARALYSIS UNDERWENT REHABILITATION OVER THE PERIOD FROM 2014



#### **Evaluation of results**

Post- rehabilitation skills	Number of children					
		•	•	*		
Can keep their head	49	13	12	-	100	
Can sit	53	19	19	-	-	
Can crawl	37	18	17	-	-	
Can stand with a support	36	12	18	-	23	
Can walk with a support	30	13	11	19	5	
Can walk on their own	22	6	6	-	-	

Post- rehabilitation	Number of children					
abilities		<b>•</b>	•	<b>A</b>		
Babble	10	7	40	-		
Say lalling words	-	12	8	-		
Say words	92	13	8	78		
Say phrases	70	14	3	75		
Say simple sentences	82	11	-	-		
Speak coherently	72	15	-	-		

### FAMILY SUPPORT CENTER

"Family Support Center" is an experimental model of the Center for the support of adoptive families and families in difficult circumstances.

**Project geography:** city of Almaty and Almaty Region

**Administrator:** "Family Academy Complex Family Support Center" Public Foundation

**Target groups:** Orphans and children deprived of parental care, potential adoptive parents, actual adoptive parents, biological parents.

Annually, more than 700 parents are deprived of their parental rights, about 6,000 children are referred to the Adaptation Center for Minors, and more than half of them go to orphanages. The project is focused on the prevention of social orphanage, overcoming of negative stereotypes and creation of a positive image of orphans in the society.

As a result of the project, 4 groups graduated from the School of Adoptive Parents in Almaty and 2 groups in Talgar. The training programs

were developed for the phycologists who work with families in crisis situations and families, who decided to foster a child, adopt a child, etc. **Effect:** professional development of personnel working in the area of social protection of children, improvement of public opinion and raising public awareness about destinies of orphans; increase in the number of orphans, who have received education, found good jobs and started their own families.



#### **Achievements**



13 clubs of adoptive parents were established



298 social and legal consultations were given



700 classes were given by teachers for early development

#### **Conducted events:**

ADOPTIVE PARENT SCHOOLS, AS A RESULT OF WHICH PERSONS WERE AWARDED WITH CERTIFICATES

FAMILIES WERE ABLE TO OVERCOME THEIR

CHILDREN BECAME MEMBERS OF ADOPTIVE **FAMILIES** 

PEOPLE TOOK PART IN THE FESTIVE **EVENTS** 



"Different - Equal" is a project promoting the concept of inclusive society in Kazakhstan by creating equal education and development opportunities for children with disabilities.

**Project geography:** Republic of Kazakhstan

**Administrator:** "Dara" Private Foundation

**Target groups:** children with disabilities and their families.

There are more than 150,000 children with special needs living in Kazakhstan. Only 27% of them go to ordinary schools, and 67% of children at the age from 3 to 6 have no access to the pre-school education. The Different-Equal Project was initiated in order to give every child, irrespective of his/her disabilities, an opportunity for development, education and living in the society of equal opportunities. The project is based on the idea of inclusion that is the process of getting people with disabilities truly involved in the active public life. Under the project, the facilities of psychological and pedagogical correction are opened in the regional centers of the Republic of Kazakhstan. In such facilities, a child gets a free complex assistance of a phycologist,

speech pathologist, massage specialist and other specialists.

More than 3,000 children with special needs and their families received help after opening of such correction facilities.

The equipment of correction facilities helps to provide all necessary conditions for the efficient development of children with special needs.

**Effect:** reduction in the number of persons, who need correction services, provision of opportunities for active transition to the inclusive education of children, who have been given access to the correctional services; multiplicative effect expressed in best practices of opening similar centers at the expense of businesses and the government.



### **Achievements**

THE NUMBER OF PERSONS, WHO NEED CORRECTION SERVICES, WAS REDUCED BY **60%** 

FACILITIES OF PSYCHOLOGICAL AND PEDAGOGICAL CORRECTION WERE OPENED IN

CITIES/TOWNS OF KAZAKHSTAN

1/500

CHILDREN LIMITED IN THEIR DEVELOPMENT RECEIVED SERVICES OF THE CORRECTION FACILITIES

THE COVERAGE WITH CORRECTION ASSISTANCE WAS EXTENDED BY

TIMES

THE INCLUSIVE EDUCATION PRACTICES ARE IMPLEMENTED BY



SCHOOLS WITH THE HELP OF

RESOURCE CENTERS IN ASTANA AND AKTOBE







"Gift of Life to Children" is a project that helps children diagnosed with illnesses incurable in Kazakhstan to get medical treatment in foreign clinics.

**Project geography:** Republic of Kazakhstan

**Administrator:** "Mercy Volunteer Society" Public Foundation

**Target group:** children diagnosed illnesses incurable in Kazakhstan

"Mercy Volunteer Society" Public Foundation deals with raising funds for medical treatment of children, searching for foreign medical clinics with high level of medical treatment at minimum cost, and sending children for surgery capable of stopping the progress of a disease or even cure it.

In 2017, under the project more than KZT 512 million were raised for the therapy of diseases incurable in Kazakhstan.

**Effect:** improvement of the domestic healthcare system through studying and analyzing the clinical records of children.







"Only the love of dear ones and kind hearts of people can help a child to win unequal fight with a disease".





### **Achievements**

956

CHILDREN DIAGNOSED WITH DISEASES INCURABLE IN KAZAKHSTAN HAVE BEEN REFERRED TO FOREIGN CLINICS OVER THE PERIOD FROM 2013

186

CHILDREN WERE PROVIDED WITH FINANCIAL SUPPORT FOR TREATMENT OF THE FOLLOWING DISEASES:

- Laryngeal papillomatosis
- Sarcoma
- Chronic renal impairment

- Anaplastic ependymoma
- Neuralgia
- Spina bifida, etc.

# CARING HOME FOR A CHILD

"Caring Home for a Child" is a project for the support of family-type orphan homes.

**Project geography:** cities Almaty, Astana, Temirtau

**Administrator:** "SOS Kazakhstan Children's Villages" Corporate Foundation

**Target groups:** orphans and children deprived of parental care.

The family-type orphan homes "SOS Children's Villages" were supported under the "Caring Home for a Child" Project. These are special family-like forms for raising children deprived of parental care.

The Children's Village consists of 10-12 family

homes. Each family lives in a separate house. The head of the family is a SOS-mother, who raises the children. Her observations help the team of specialists to identify strengths, develop the best traits of children and build independent personalities.

The project is being implemented in Almaty, Astana and Temirtau. In 2017, SOS Kazakhstan Children's Villages with the support of Samruk-Kazyna Trust launched a number of new projects: "Family Support Center", "SOS-Family Couple", "Children's Development Center", "Asar" Mother and Child Center", "Zhansaya Family".



"I believe that through transformation of orphan homes into family support centers there will be no orphan home and no child deprived of parental care left in Kazakhstan."

Asset Klyshbayev,
Project Manager



### **Achievements**

Project name	Number of children		
	Astana	Almaty	Temirtau
Long term patronage	106	83	87
Family Support Center	28	105	14
Children's Development Center	75	-	-
SOS-Family Couple	3	14	-
"Asar" Mother and Child Center	-	8	-
"Zhansaya Family"		-	3



"Medical Trains" is a project for running the medical trains to provide the high quality healthcare services to people living in remotely located stations and halts.

**Project geography:** Republic of Kazakhstan

**Administrator:** "Social Projects Fund" Corporate Foundation under National Company Kazakhstan Temir Zholy

**Target groups:** people living in remotely located stations and halts of Kazakhstan.

Medical trains have been travelling around Kazakhstan since 2010. In 2017, two medical trains were set in motion: "Salamatty Kazakhstan" and "Densaulyk". Each train consisted of 8 rail cars equipped for the provision of diverse medical services and accommodation of personnel.

Thanks to the project, the first-level and superior physicians in 10 medical areas could provide the medical examination and treatment services free of charge

to people living in remote locations of Kazakhstan. The mobile clinics were equipped with the modern mini-operating rooms and laboratories, modern diagnostic and therapeutic equipment, such as the computerized spirometry system and cardiological system, ultrasonic scanner, etc. **Effect:** improvement of the health condition of the population, especially of those, who have no access to high quality healthcare services.









### **Achievements**

442 701

**PEOPLE** 

74 368 PEOPLE, INCLUDING 11 206 CHILDREN, PASSED A MEDICAL EXAMINATION

**255 162** 

DIAGNOSTIC **PROCEDURES** 

252 RAILWAY STATIONS IN 14

REGIONS OF KAZAKHSTAN WERE **COVERED BY THE PROJECT** 



"Zhenis" is a project for the social support of veterans of the Great Patriotic War.

**Project geography:** Republic of Kazakhstan

**Administrator:** Samruk-Kazyna Trust Corporate Foundation

**Target group:** veteran participants of the Great Patriotic War and home front workers.

Social and Charitable Project "Zhenis" was launched in 2015. At the initial stage of the project 5,083 veterans were provided with mobile phones with the "alert buttons" to call for an ambulance. Also, a website zhenys.kz was created to contain the information on the contribution of Kazakhstan people to the victory in the Great Patriotic War.

The continual veteran care is promoted, the targeted assistance and financial assistance to all participants of the Great Patriotic War living in the Republic of Kazakhstan is provided all year round. "Zhenis" is the project of the republican scale aimed at strengthening

the patriotic spirit of the Kazakhstan society, promotion of spiritual and moral values, fostering of respectful attitude to the history and heroic deeds of veterans.

**Effect:** improvement of the living conditions of veterans and home front workers in collaboration with volunteers, including cleaning, purchasing of food products, medicines, furniture and appliances, minor repair; moral and historical education of 3,000 young people, who participated in the raids and events, 30% of which expressed a desire to be engaged in the volunteer activities under the project for the first time.







"Today, it is more than just a project providing help to veterans, this is a project focused on moral education of our young generation, which actively participates in all events and volunteer raids, this is a project for commemoration, heroic deeds and merits, about being patriots".

**Elmira Zhapparova,** *Project Manager* 

### **Achievements**

1775

VETERANS OF THE GREAT PATRIOTIC WAR AND HOME FRONT WORKERS ARE REGULARLY VISITED WITH THE PARTICIPATION OF

696

VOLUNTEERS

THE EMPLOYEES OF

140

SUBSIDIARIES AND AFFILIATES ANNUALLY TAKE PART IN THE CELEBRATION IN HONOR OF THE GREAT PATRIOTIC WAR VETERANS ON THE OCCASION OF THE VICTORY DAY

**2/914** 

VETERANS OF THE GREAT PATRIOTIC WAR
RECEIVED FINANCIAL ASSISTANCE IN THE

100 000 KZT

5 577

MONUMENTS, OBELISKS, MEMORIALS RESTORED

### HOUSE OF HOPE

"House of Hope" is a project for the prevention of domestic violence among the population, provision of free help to victims of domestic violence.

Project geography: Aktau

**Administrator:** "Ray" Urgent Social Help Center" Private Institution

**Target groups:** women and children who suffered from domestic violence.

In 2017, more than 18,000 women became victims of domestic violence and applied to the judicial bodies of Kazakhstan. Combating violence is one of the priority tasks of the state. The "House of Hope" Project was initiated to provide help to victims of domestic violence in a timely manner.

Project goal: Opening of the "House of Hope" Crisis Center in Aktau for women and children, who suffered from domestic violence and need a place to live, provision of psychological, legal and social assistance to them for free.

**Effect:** positive effect on the social tension in a region and contribution to resolving a global problem of domestic violence, building of women's trust in the law enforcement officers, elimination of illiteracy and provision of opportunities for employment.





### **Achievements**

42

EVENTS FOR PERSONNEL AND TARGET GROUPS WERE CONDUCTED WITH THE PARTICIPATION OF THE STATE AND SOCIAL PARTNERS







Memoranda of Understanding on Mutual Cooperation were signed with the governmental organizations



Accommodation rooms were properly furnished and prepared to receive women and children



The hot line is available

OVER THE TIME OF THE PROJECT THE FOLLOWING SERVICES WERE PROVIDED TO WOMEN AND CHILDREN IN THE CENTER:

SOCIAL SUPPORT PSYCHOLOGICAL CONSULTATIONS

LEGAL ASSISTANCE MEDICAL ASSISTANCE

24

23

15



# SPECIAL BOOKS FOR SPECIAL CHILDREN

"Special Books for Special Children" is a project for the supply of tactile aids and fiction books for blind and visually impaired children to specialized schools and pre-school

**Project geography:** Republic of Kazakhstan

education institutions of Kazakhstan.

**Administrator:** "Open World" Youth Volunteer Home" Public Foundation

**Target group:** blind and visually impaired children.

In total, there are 420 blind children and 9,000 visually impaired children in Kazakhstan. The "Special Books for Special Children" Project was implemented to help blind and visually impaired children to study and perceive the surrounding world.

The use of tactile aids is the innovation tool used to develop the sense of touch of blind children. They are of great help to teachers who work with blind and visually impaired

children, and they are an efficient tool for making such children more social.

The layouts of special books are developed with due account for the recommendations of the Kazakhstan Ministry of Education and Science. The books were made in a special shop based on Kostanai Technical College. A set of books includes 15 units: 5 didactic books and 10 fairy tales.





### **Achievements**

250
TACTILE BOOKS WERE PUBLISHED

THE BOOK SETS WERE DISTRIBUTED BETWEEN

29

SPECIALIZED SCHOOLS AND KINDERGARTENS IN ALL REGIONS OF KAZAKHSTAN







"Happy Childhood" is a project for the supply of material and technical resources to special remedial schools and boarding schools.

**Project geography:** Astana city and Almaty Region

**Administrator:** "Solnechny Krug" Non-Governmental Regional Public Organization

**Target groups:** students of special (remedial) education institutions.

The "Happy Childhood" Project was launched to create more comfortable conditions for training and education of children with special needs. The project is aimed at supplying educational and didactic aids along with technical and support equipment to special education institutions for children with

hearing, visual and intellectual impairments. The project covers 7 schools in Almaty region and 1 school in Astana city. Special equipment for education and socialization of children was supplied to improve the material and technical resources of remedial schools and boarding schools.







### **Achievements**

**270** 

UNITS WERE PURCHASED,
OF WHICH

**35** 

CATEGORIES OF EQUIPMENT WERE INSTALLED, NAMELY:



Speech therapy equipment



Sensor and soft equipment



Didactic equipment



Special equipment for children with hearing and visual impairments



# **IMPULSE**

AN INCENTIVE TO REACH NEW HEIGHTS



## KAZAKHSTAN WITHOUT ORPHANS

"Kazakhstan without Orphans" is a project for the adoption of orphans by Kazakhstanir families.

Project geography: Republic of Kazakhstan

**Administrator:** "Mercy" Volunteer Society Public Fund

**Target groups:** orphans and children deprived of parental care

In 2013, there were more than 13,000 children in orphan asylums of Kazakhstan. In 2017, this number was reduced twofold and amounted to 6100. This happened, among other reasons, as a result of launching a unique website: usynovite.kz under the "Kazakhstan without Orphans" Project.

usynovite.kz is an on-line database of orphans and children deprived of parental care. The authors of the project were "Mercy" Volunteer Society Public Foundation and Samruk-Kazyna Trust in collaboration with the Ministry of Education and Science of the Republic of Kazakhstan and the Committee for the Protection of Children's Rights.

The work on consulting and legal support in the adoption, foster care and guardianship cases was performed in 2017 under the "Kazakhstan without Orphans" Project.

**Effect:** an increase in the positive trend of more orphans being adopted.



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### **Achievements**

MORE THAN

120

CHILDREN FOUND NEW FAMILIES THANKS TO THE CONSULTATIONS

POTENTIAL ADOPTIVE FAMILIES/PARENTS WERE CONSULTED

MORE THAN

CASES ON ADOPTION AND FOSTER CARE WERE PROVIDED WITH LEGAL SUPPORT







"Defeating Autism" is a project to make autistic children more sociable by creating necessary conditions for the correct and timely diagnosis of this disease and rehabilitation of children.

**Project geography:** Republic of Kazakhstan

**Administrator:** "Mercy" Volunteer Society Public Foundation

**Target group:** children with autistic spectrum disorders and their parents.

The project was launched in 2013 to help children with autistic spectrum disorders to socialize. The conditions required for correct and timely diagnosis of the disease, consistent and regular rehabilitation of children are provided under the project.

The seminars on early diagnosis of the disease for personnel of public primary medical and pedagogical institutions became the key events of the project.

Also, the work is being carried out to improve

the level of understanding in families with autistic children and to change the stereotype attitude of parents and society. The children demonstrate improvements in muscular tonicity and eye contact thanks to the exercises.

**Effect:** better awareness of the population about autistic spectrum disorders and methods of their treatment; establishment of the Association of Parents of Children with Autism.





### **Achievements**

**ABOUT** 

FAMILIES, INCLUDING

FROM THE ASSOCIATION OF PARENTS OF CHILDREN WITH AUTISM, ARE INVOLVED IN VARIOUS TYPES OF DEVELOPING EXERCISES, SUCH AS:



Football with a coach



Playing the drums



Dancing classes



Vocal training



English language courses

**MORE THAN** MASTERCLASSES WERE GIVEN



#### "Tugan Elge Sayakhat" Children's Tourist

**Train"** is the organization of an excursion tour for children to the historical and picturesque sights of Kazakhstan during vacation.

Project geography: Republic of Kazakhstan

**Administrators:** Samruk-Kazyna Trust, "Social Project Fund" Corporate Foundation under National Company Kazakhstan Temir Zholy JSC

**Target group:** children of production employees of Samruk-Kazyna group of companies at the age from 12 to 15.

The "Tugan Elge Sayakhat" Project is a tourist train by which children from all over Kazakhstan took a 10-day trip across the country during their summer vacation. In 2017, the train took two trips. The historical and picturesque sights of Kazakhstan were to be visited on the way.

The children of production employees of Samruk-Kazyna group of companies and winners of a special contest of essays were included in the tour group. During the entire trip the children were accompanied by 18 adults: team leaders, animators and medical professionals.

**Effect:** comprehensive development of children, future career guidance of children, raising awareness about the culture of their nation, cultivation of respect and pride for the dear land and expansion of the mental outlook of the young generation of Kazakhstan people.

THE CONDITIONS FOR THE SELECTION OF CHILDREN OF THE SAMRUK-KAZYNA GROUP EMPLOYEES FOR PARTICIPATION IN THE PROJECT WERE AS FOLLOWS:



Children from remote locations of the Republic



Children from one-parent families and large families



Children with good progress in studies



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"I am sure that the most memorable gift is not just a gift in itself, but emotions you experience at the moment, this is the way how "Tugan Elge Sayakhat" tours work out. This is a gift of experience for children which they will remember for a long time as an exciting, informative and fun trip!"

Irina Duiseneyeva, Project Manager

### **Achievements**









"Social Grants for Entrepreneurship" is a project for the provision of free grants for entrepreneurs with physical disabilities.

**Project geography:** Republic of Kazakhstan

**Administrator:** "Sharapat" Organization of Young People with Disabilities" Public Association

**Target group:** entrepreneurs with disabilities.

The project is aimed at creating favorable conditions for the professional fulfillment of people with disabilities. The gratuitous grants are allocated to develop and support business. The amount of financing per business idea does not exceed KZT 500,000. The application form for the participation in the project was available on the official website of "Sharapat" Organization at: moi-sharapat.kz. The project is implemented not only in the regional centers, but also in remote populated settlements.

For instance, the projects on opening a shop for the manufacture of clothes for kids in Almaty Region and a travel agency in Mangistau Region were implemented.

Effect: financial stability of people with disabilities engaged in entrepreneurial activities, improvement of the situation with self-employment, changes in the psychological environment of the disabled through their adaptation and integration into society.

### **Achievements**

68

APPLICATIONS WERE RECEIVED, OF WHICH

27

WERE SELECTED 9

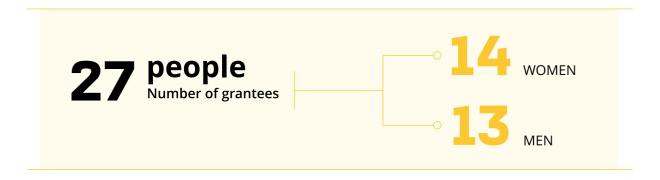
GREENFIELD
PROJECTS
WERE SET UP

MORE 15

JOBS WERE CREATED AS A RESULT OF THE PROJECT IMPLEMENTATION



★ - Number of enterprises





"ZhasMedia" is a project for the support and development of creative potential of young people who want to become journalists.

**Project geography:** Republic of Kazakhstan

**Administrator:** Kazakhstan Youth Congress Association of Legal Entities

**Target group:** young people at the age from 14 to 29, making their first steps in the carrier of journalists

Journalism schools were organized in six cities of Kazakhstan: Aktobe, Pavlodar, Aktau, Uralsk, Shymkent, Taldykorgan. 30 young journalists along with school and university students at the age from 14 to 29 dreaming to become journalists passed the competitive selection procedure.

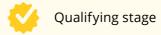
The project was implemented by Samruk-Kazyna Trust jointly with the Kazakhstan Youth Congress and "SS Lab Tele-Laboratory". The classes for young journalists in the regions were given by Sandi Sultan, a famous journalist, television anchorwoman and media trainer.

Project goals: increase of the education level of the young people living in the regions in the area of information and communication, promotion of the correct organization of leisure time of young people, boosting their social activity and improvement of useful public skills and abilities.

**Effect:** development of creative potential of the young people, their intellectual capabilities, fact checking skills and abilities; "ZhasMedia" information portal was created, which serves as a resource where the young journalists and their work pieces can be found for employment.



### THE PROJECT INCLUDED 3 STAGES:









### **Achievements**

300
APPLICATIONS WERE RECEIVED

180

PARTICIPANTS WERE TRAINED IN THE SCHOOL OF JOURNALISM BY "SS. LAB TELE-LABORATORY"

TEAMS OF PEO AWA

PEOPLE FROM EACH REGION WERE AWARDED WITH A BONUS IN THE AMOUNT OF KZT 100 000



# NATIONAL COMPETITION OF INNOVATION PROJECTS AMONG SCHOOL STUDENTS

"National Competition of Innovation Projects among School Students" is a project to help promote domestic innovation projects through implementation of the projects presented during competitions among school students with the support of "business angles".

**Project geography:** Republic of Kazakhstan

**Administrator:** The "Kazakhstan 2050" National Movement

**Target group:** Students of grades 6-11 of comprehensive schools.

Within the framework of the National Competition of Innovation Projects, a competition for the best innovation project was conducted among the students of grades 6-11 of comprehensive schools in the period from July 26 through October 15, 2017. The new thing about the competition was that, unlike other similar projects, 10 best ideas transited to the stage of implementation and commercialization with the support of the

group of "business angles". The project is to enhance the interest of school students in innovations and promote the implementation of domestic innovation projects.

**Effect:** facilitation to the young generation in making a conscious choice of profession, giving momentum to the development of "the professions of the future", forming a professional team of highly qualified IT and engineering specialists.

#### THE COMPETITION INCLUDED FOUR NOMINATIONS:



ΙT



Robotics



"Green Energy"



Inventions for Daily Life

### **Achievements**

189

20

APPLICATIONS UNDER



NOMINATIONS WERE SHORTLISTED FOR PARTICIPATION IN THE FINAL STAGE

APPLICATIONS WERE
SUBMITTED FOR PARTICIPATION

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## ASTANA BIKE/ ALMATY BIKE/ SHYMKENT BIKE

"Astana Bike/Almaty Bike/Shymkent Bike" is the organization of an affordable automated bike sharing system, being an element of the transport infrastructure.

**Project geography:** cities of Astana, Almaty and Shymkent

**Administrator:** "Velocity.kz" Public Foundation

**Target groups:** residents and visitors of Astana, Almaty and Shymkent.

The bike sharing system is an alternative to cars and public transport. Affordable and flexible rates are developed for the users: the first 30 minutes of rent are free of charge. By changing bikes at various stations, one can use the bike services virtually for free during the whole time of use.

**Effect:** creation of an alternative to cars and public transport in three mega-cities of Kazakhstan, the bike sharing system goes in line with the "green" economy and operates using solar energy and requires no connection to the city utility systems.



Providing bicycles for rent to residents and guests of the city



Elimination of the problem of cycling routes



Conducting leisure activities with the benefit of one's health and the environment



Number / City	Astana	Almaty	Shymkent
Bike stations	180	200	40
Bikes	1104	1730	200



"Ozat" Scholarship Program is a project for providing financial assistance to engineering students.

**Project geography:** Republic of Kazakhstan

**Administrator:** "Taiburyl" Public Association

**Target group:** engineering students.

"Ozat" Scholarship Program is established to increase motivation of students to choose engineering professions and demonstrate the interest of society in the qualified specialists. The students were motivated by being paid monthly scholarships. Full-time undergraduate students of the national and state universities of the Republic of Kazakhstan could apply for

participation in the program. An application was processed by such criteria as progress in studies, awards received in contests and competitions, active participation in the university's public life and financial position of the family.

In future, under the "Ozat" Scholarship Program the students will be allowed to have internship in one of the entities of Samruk-Kazyna group.

### **Achievements**

"OZAT" PROGRAM
PARTICIPANTS ARE PAID

**30**/000 kzt

MONTHLY

THE SCHOLARSHIP WAS PAID TO:

125 STUDENTS
IN THE FALL TERM

135 STUDENTS IN THE SPRING TERM

### THE PROJECT COVERS THE FOLLOWING MAJORS:



Oil and gas industry



**Atomic industry** 



**Telecommunications** 



**Transportation and logistics** 

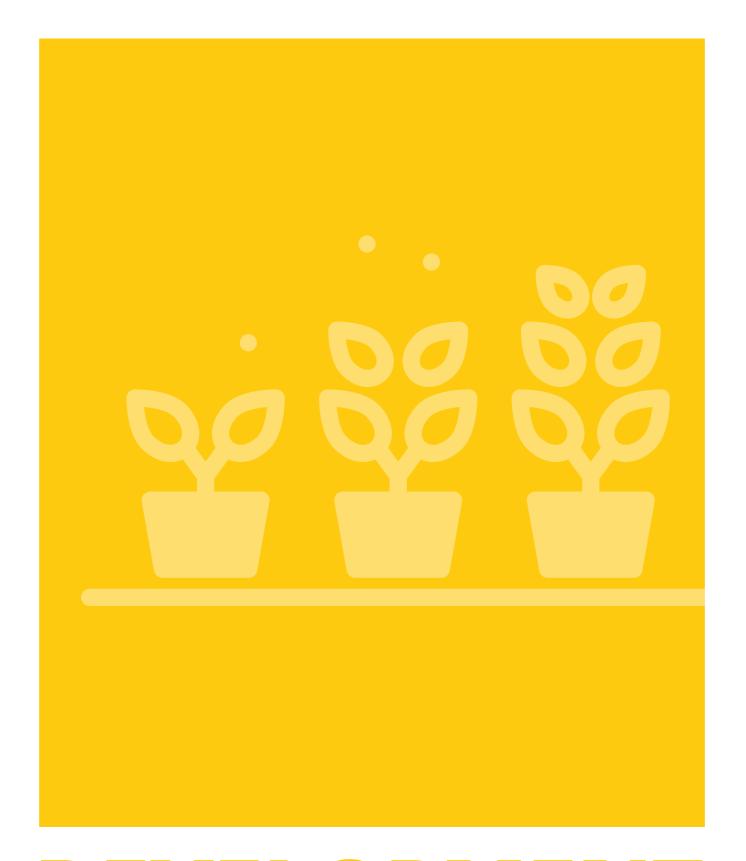


**Energy industry** 



**Chemical industry** 

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## DEVELOPMENT

COMPREHENSIVE DEVELOPMENT OF KAZAKHSTANI PEOPLE

### YOUNG TALENTS

"Young Talents" is a project for the reimbursement of transport expenses of talented children, creative and sports teams for the participation in sports competitions, creative contests and projects.

**Project geography:** Republic of Kazakhstan

Administrator: Samruk-Kazyna Trust

Corporate Foundation

Target group: children under 18

"Young Talents" is a charity project within the framework whereof children under 18, who wish to take part in contests, international competitions, educational conferences and creative projects, are given an opportunity of a free travel.

The applications for participation in a contest are considered by the commission consisting of true professionals in their filed (dancers, singers and musicians). This is an on-going project. The project beneficiaries have already visited 7 countries, such as China, Russia, Turkey, etc.



I believe that people with a true talent deserve to be supported so that they could develop their abilities. I am happy that our Foundation gives such talents an opportunity to become successful and gain invaluable experience.

**Bekzat Kenessova,** *Project Manager* 



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### **Achievements**



KZT 5 508 910 WAS ALLOCATED UNDER THE PROJECT

### **GRANT WINNERS:**

### MMA World Championship, Turkey

III place – Dias Zhylkaidarov

VI Open International Tournament of the Russian Dance Union, Russia

place – Diana Suyintai

place – Nadir Bimbetov

XV International Rally of Young Firefighters and Rescuers, Belarus

place – a team of young rescuers from "SOS Temirtau Children's Village"

The Open Cup of CIS & World Cup Taekwon-Do ITF Championships, Belarus

place – Alina Sambuyeva

place – Ali Uzkhanov

place – Rustam Nurov

# MOVEMENT IN THE INTERESTS OF CHILDREN

**"Movement in the Interests of Children"** is a project providing assistance to families in difficult life circumstances through support

and development of neighborhood clubs.

Project geography: Astana

**Administrator:** "Zamandas 21" Public Foundation

Target groups: Children and teenagers from families with low and below average income, large families and one-parent families, disabled children, orphans and children left without parental care, children from foster and patronate families, as well as their parents and foster parents.

The project resolves the problem of keeping children from low income families busy by their involvement in activities of a family neighborhood club. The project is based on the idea of making the society better through the development of the family institution. The "Happy Family" club, working under the project, arranges trainings, seminars and masterclasses for parents on how to improve child-parent relationships as well

as family relationships. Children learn how to communicate with their peers and unlock their creative potential in the correctional group of the "Young Leader School".

Effect: additional development of skills and abilities of children from low income and one-parent families and making them more socialized in the society, reduction of tension in socially vulnerable categories of the population.



"The "Movement in the Interests of Children" project gives free access to decent and good quality services of hobby and sports groups to children from socially vulnerable categories of the population. I believe that all together we can make children happy."

**Dmitry Kulikov,**Project Manager

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### **Achievements**

3

NEIGHBORHOOD CLUBS WITH

HOBBY AND SPORTS GROUPS FUNCTION IN ASTANA

**3**38

CHILDREN GO TO THE NEIGHBORHOOD CLUBS

EVENTS WERE
ORGANIZED WITH THE
PARTICIPATION OF

2733 CHILDREN AND
244 PARENTS

MORE THAN 40/000

PEOPLE VIEWED THE PUBLICATIONS
ON ACTIVITIES OF THE NEIGHBORHOOD
CLUBS IN MASS MEDIA AND SOCIAL MEDIA







"Mentors" is a project for the support and socialization of children from orphan homes.

Project geography: Almaty, Astana and Karaganda

**Administrator:** "Dara" Private Foundation

Target groups: orphans and children deprived of parental care.

Mentors are persons, who become reliable friends to children from orphan homes, share their personal experience and knowledge with them. Anyone over 25 years of age may become a mentor. Such person needs to pass a psychological test, an interview and a 4-day orientation training on the basics of psychology of children and orphans. A counseling service is established under the

project, that renders support to children who need services of professional psychologists and speech pathologists.

**Effect:** initiating the work on establishing a legal framework for mentoring, development of training materials and methods for the implementation of the project in other regions of Kazakhstan.

### **OBJECTIVE OF THE PROJECT**

Help the orphanage children to find support in life and become successful.

### «MENTORS» PROJECT GIVES THE OPPORTUNITY FOR CHILDREN IN ORPHANAGES TO:



Find a family or permanent mentors



Improve their communication skills, get to know the family way of life



Harmoniously integrate into society through mentors and guest families

### **Achievements**

APPLICATIONS WERE **PROCESSED** 

HOMES PARTICIPATE IN THE PROJECT CHILDREN FROM ORPHAN

"MENTOR-CHILD" COUPLES WERE ESTABLISHED

**COACHING MENTORS** WORK WITH CHILDREN OVER 14 YEARS OF AGE

COORDINATING **PSYCHOLOGISTS** 

WERE TRAINED

**INTERVIEWS WITH** A PSYCHOLOGIST WERE CONDUCTED

CHILDREN TAKE A COURSE OF REGULAR INDIVIDUAL **PSYCHOLOGICAL SUPPORT** 

TRAININGS WERE **ORGANIZED FOR MENTORS** 

CANDIDATES COMPLETED THE
"SCHOOL OF MENTORS" TRAINING
AND RECEIVED CERTIFICATES CANDIDATES COMPLETED THE AND RECEIVED CERTIFICATES







3 cities have functioning call-centers: Almaty, Astana and Karaganda



The forum for mentors and adoptive parents was held



Teaching aids and mentoring brochures were developed and published, including those for further utilization of the project experience in other regions.

### ZIYATKER URPAK

"Ziyatker Urpak" is a project creating a discussion platform for developing and unlocking personal potential, improvement of civil activities and motivation to become successful in studies and career among students of high schools and higher educational institutions in the regions of Kazakhstan.

**Project geography:** Republic of Kazakhstan

**Administrator:** The "Kazakhstan 2050" National Movement

**Target groups:** students of grades 9-11 of comprehensive schools, students of colleges and universities of the Republic of Kazakhstan, orphan in children's homes.

The "Ziyatker Urpak" project was launched in 2014 to give the young generation in the regions a better understanding of personal and professional self-development and self-fulfillment. The project is aimed at creating a discussion platform for developing and unlocking personal potential. The discussion among high school students of Kazakhstan improves their motivation to become successful in their studies and career. During their masterclasses, the representatives

of various professions in Kazakhstan shared their success stories and experience in the achievement of life goals, inspired the young generation for self-development and moving forward. Yerlan Karin, Anuar Nurpeisov, Dinara Satzhan and other bright representatives of various professional areas were among speakers over the years since the beginning of the project. **Effect:** better career guidance for students and conscious decision-making when selecting their future professions.



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#### **Achievements**

throughout 2017

MORE THAN 400

MASTERCLASSES WERE HELD

MORE THAN 30/000

STUDENTS AND 250

VOLUNTEERS WERE AMONG PARTICIPANTS

INTERNATIONAL SPEAKERS
WERE INVITED







"Zhangyru Corporate Training" is a project increasing human capital through the provision of a standard set of competences.

**Project geography:** Republic of Kazakhstan

**Administrator:** The "Kazakhstan 2050" National Movement

**Target groups:** people residing in the Republic of Kazakhstan.

The project of the republican scale is designed for people at the age from 21 to 35, who already have a higher education, certain work experience, basic knowledge of the English language and wish to improve their professional skills.

The project is about learning how to be a leader and run a successful business and social entrepreneurship.

The participants of the "Zhangyru Corporate Training" Project gained knowledge about

the business project management strategies, learnt how to set correct and reasonable goals and objectives, unlocked their personal potential and studied modern approaches to project management.

**Effect:** development of additional skills and competences, obtaining knowledge about strategies used to manage emotional condition, improvement of personal traits and formation of modern approaches to project management.

THE CORPORATE TRAINING WAS CONDUCTED FREE OF CHARGE IN THE FORM OF A 12-DAY TRAINING WITH THE PARTICIPATION OF THE LEADING INSTRUCTORS BY THREE MODULES:



Personal leadership



Project management



Fundraising, non-profit management





#### **PROJECT GOALS:**



Professional development of specialists in the area of personal development, implementation of projects and social orientation



Sharing the proven project implementation methods with the trainees, consolidation of practical skills and their use



Increasing an effective corporate consciousness, adding value to human capital



#### **Achievements**



PARTICIPANTS RECEIVED GRANTS AND DISCOUNTS FOR EDUCATION UNDER MBA PROGRAM OF THE "ZHANGYRU CORPORATE TRAINING" PROJECT

PARTICIPANTS FROM ALL
OVER KAZAKHSTAN TOOK
PART IN THE TRAINING

MORE THAN

100

APPLICATIONS
WERE ACCEPTED

#### **SOYLE**

**"Soyle"** is an online course of the Kazakh language (soyle.kz) created to promote and make learning of the state language easier.

**Project geography:** Republic of Kazakhstan, the CIS countries and beyond

**Administrator:** State Language Development

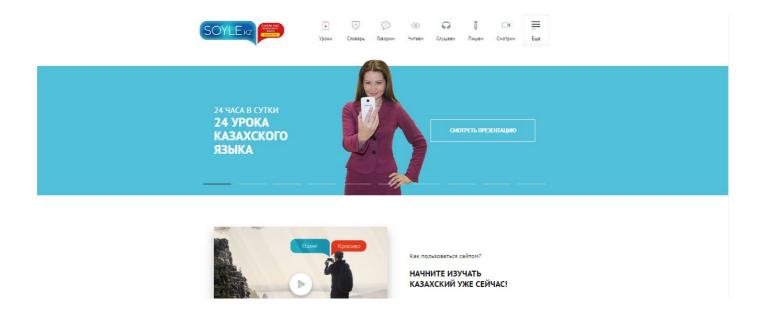
**Target group:** people learning the Kazakh language.

Soyle.kz is the first free online Kazakh language learning course created by the State Language Development Fund with the support of the Foundation of the First President, Samruk-Kazyna JSC and Samsung Electronics. The author of the idea and concept of Soyle. kz was Azat Shaueyev, Director of the State Language Development Fund. The project was developed by a group of linguists, methodologists and practicing teachers under the direction of Aiman Aldash, PhD in Philology, Professor, and Asylzhan Tureniyazova,

Candidate of Philological Sciences.

The main task of the online course is to teach people read, write and speak correctly in the Kazakh language. The course is aimed at learning the literary and colloquial language within a certain time as well as provides conversational skills for communication in various situations.

**Effect:** more active application of the Kazakh language, provision of free access to large volumes of information in the state language.



#### **Achievements**

USERS REGISTERED ON THE WEBSITE

40 000 PEOPLE DOWNLOADED A MOBILE APPLICATION FROM APP STORE AND PLAY MARKET

THE NUMBER OF THE WEBSITE VIEWERS AND USERS INCREASED BY

#### THE FOLLOWING WERE DEVELOPED AND SETUP:



Soyle.kz mobile app

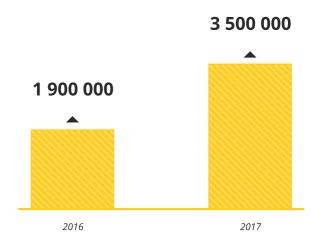


A video-lesson on the use of bala.soyle.kz and soyle.kz web sites



Additional features for the use of vocabulary

#### The number of views on Soyle.kz



#### XIV EURASIAN MEDIA FORUM

XIV Eurasian Media Forum is an international discussion platform for the most pressing topics of the present with the participation of the most prominent figures of the global media space and thought

Project geography: Astana

leaders.

**Administrator:** Eurasian Media Forum International Fund

**Target groups:** political and public figures, journalists and experts on global concerns.

XIV Eurasian Media Forum was held in June 2017 as an annual interactive platform for open exchange of opinions on pressing topics of regional and global agenda.

Akhmetzhan Yessimov, Chairman of the Management Board of Astana EXPO-2017, Abdullah Gül, Ex-President of Turkey, Jose Manuel Barroso, Ex-President of the European Commission, Bill Richardson, Ex-Secretary of the US Department of Energy, and other famous political and public figures were among participants of the Forum.

In total, about 1,000 persons, more than 150 foreign delegates and about 100 mass media registered to attend the Forum. The issues of "green economy", settlement of military and political conflicts, strategic tasks of business and prospects of the development of digital technologies were discussed.

**Effect:** development of a positive image of Kazakhstan, as a country creating interactive platforms for discussion of various pressing topics of the global community.



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#### **Achievements**

920 DELEGATES

90

MASS MEDIA NAMES, INCLUDING BLOOMBERG, RUSSIA TODAY, ETC.

SESSIONS WITH THE PARTICIPATION OF

SPEAKERS



#### **CONDUCTED EVENTS:**



Press-conference "Samruk-Kazyna: Embedding International Best Practice to Become a World-leading SWF"



Lecture "Five Centuries of the News History"



# THE MINISTERIAL CONFERENCE AND VIII INTERNATIONAL FORUM ON ENERGY FOR SUSTAINABLE DEVELOPMENT

The Ministerial Conference "Meeting the Challenge of Sustainable Energy" and VIII International Forum on Energy for Sustainable Development is a project studying the issues of the transition to the sustainable energy system.

Project geography: Astana

**Administrator:** KAZENERGY Kazakhstan Association of Companies in the Oil, Gas and Energy Sector

**Target groups:** ministers, high ranking delegates and leading experts in the energy sector, top managers of the UN regional commissions.

The Conference and the Forum are aimed at improving the understanding of the energy sustainable development concept. The topics regarding interrelation of the use of fossil fuel, improvement of energy efficiency and development of renewable energy are in the main focus.

The Forum has been held every year since 2010. Its main goal is to promote a global dialogue on the implementation of the Sustainable Energy for All initiative.



#### **Achievements**

#### ADOPTION OF THE MINISTERIAL STATEMENT:



One of the key resolutions was to establish the International Center for the Development of "Green" Technologies and Investment Projects in Astana supported by the UN key organizations

#### SIGNING OF A NUMBER OF BILATERAL AGREEMENTS:



Cooperation Agreement between the International Fusion Energy Organization (ITER) and the National Nuclear Center of the Republic of Kazakhstan



Cooperation and Support Agreement on the project for the extension of BURNOYE SOLAR power plant capacity up to 100 MW in Zhambyl Region



Loan Agreement under the BURNOYE SOLAR-2 50 MW project







# PERFORMANCES OF TEATRO ALLA SCALA

Performances of Teatro alla Scala on stage of the Astana Opera House within the framework of the EXPO 2017 cultural and entertainment events.

**Project geography:** Astana

**Administrator:** Astana Opera Public Foundation

**Target groups:** Astana residents and visitors.

The International Specialized Exhibition EXPO-2017 became the main event of summer 2017. A special cultural and entertainment program was developed to attract attention of residents and visitors of the capital to the exhibition. Tour of the legendary Teatro alla Scala was performed on stage of Astana Opera House from the 1st to 9th of September. The Italian troupe performed the Falstaff opera with its leading actors in Astana on September 1, 4, 6,

8. Ludwig van Beethoven's Symphony No. 9 was played under the guidance of Zubin Mehta, a famous Indian conductor, on September 7 and September 9.

**Effect:** increase of spirituality and cultural level of the population, inculcation of a culture of theater-going, development of theatrical arts and sharing experience, reinforcement of the image of Kazakhstan on the global theatrical stage.





#### **PROJECT GOALS:**



Reinforcement of the image of Kazakhstan on the global theatrical stage and sharing experience with foreign peers



Introduction of the Kazakhstan audience to the best pieces of the world classics



Strengthening the spirituality of the population, inculcating a culture of theater-going





#### **Achievements**

PEOPLE VISITED THE TEATRO ALLA SCALA PERFORMANCES

#### SUPPORT TO KURMANGAZY KAZAKH NATIONAL CONSERVATORY

"Support to Kurmangazy Kazakh National Conservatory" is a project for modernization of the training, education, administrative and organizational processes of Kurmangazy Kazakh National Conservatory.

**Project geography:** Republic of Kazakhstan

**Administrator:** "Classica" Musical Agency

**Target groups:** talented young Kazakh musicians, students and teachers of Kurmangazy Kazakh National Conservatory.

The project is oriented on the systematic development of the Conservatory as a leading musical higher educational establishment and making talented young people more competitive.

The development of the Conservatory positively contributes to the development of the cultural image of the country and enhances the status of the educational establishment.

#### **PROJECT OBJECTIVES:**



Making the Conservatory management team operate more efficiently through optimization of the organizational structure and the manning table



Strengthening the administrative potential and change management



Enhancement of safety, control of the training process and discipline



Improvement of the working conditions for employees, teachers and students, optimization of resources



Improvement of the Conservatory management system



Improvement of the performance of personnel, creation of comfortable conditions for their work



Promotion and dissemination of classical and folk music among the population at large



Improvement of cultural and educational level of the population



Making sales of paid services of the Conservatory more efficient



Expansion of the international educational cooperation







#### **Achievements**



BENEFIT CONCERTS WERE CONDUCTED
WITH THE PARTICIPATION OF STUDENTS
AND TEACHERS OF THE CONSERVATORY

### SUPPORT TO THE KAZAKH NATIONAL UNIVERSITY OF ARTS

"Support to the Kazakh National University of Arts" is a project for the organization of concerts of the University students in the regions, assistance in the conduct of XXXVIII Republican Contest of Performers.

**Project geography:** Astana, Aktobe and Atyrau

**Administrator:** Kazakh National University of Arts, Republican State Institution

**Target groups:** population of the regions, students of music colleges.

In December 2016, the Kazakh National
University of Arts took a tour to Aktobe and
Atyrau with a concert program on the occasion
of the 25th anniversary of Independence.
Aiman Mussakhodzhayeva, Honored Artist of
Kazakhstan, and "Shabyt" ensemble of dombra
payers of the Kazakh National University of Arts,
participated in the concerts. The performers
were accompanied by the "Academy of
Soloists" State Chamber Orchestra under the
direction of conductor Askar Duisenbayev.

More than 1,000 people visited the event. The Kazakh National University of Arts keeps promoting the Kazakh performing arts and support young talents. For instance, XXXVIII Republican Contest of Performers among music colleges was conducted in March 2017. The main idea of the contest is the up-to-date development of the national culture in Kazakhstan, discovery of young talents and promotion of the best pieces of domestic and world culture.

#### **Achievements**

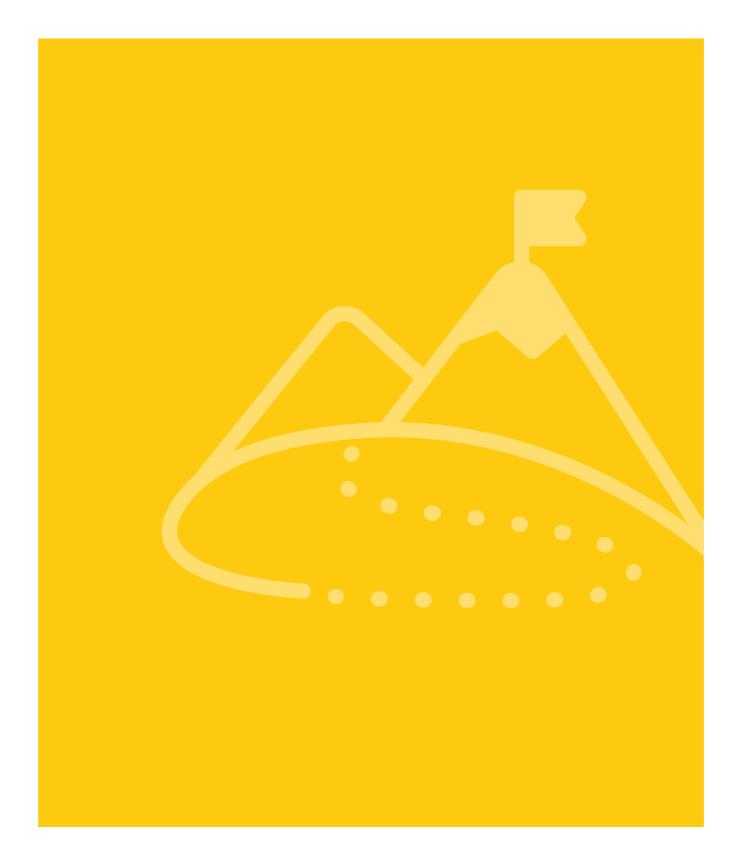
XXXVIII REPUBLICAN CONTEST OF PERFORMERS:

2 PARTICIPAL

400

**SPECTATORS** 

PEOPLE COVERED BY MASS MEDIA



# MOVEMENT

PROMOTION OF MASS SPORTS



"SportFEST Kazakhstan" is a project, promoting mass sports among school leagues.

Project geography: Republic of Kazakhstan

**Administrator:** Fund of Communication Initiative and Strategy

**Target group:** secondary school students of grades 8-10 without sport titles and ranks.

Project goal: enhancement of the patriotic education among school students, promotion of a healthy lifestyle.

Mass competitions will be held in six sports among youngsters of the school age: football, basketball, table tennis, chess, togyz kumalak, applied military sports.

The project assumes the conduct of sports contest consisting of the regional and republican phases.

In 2017, the regional phase competitions were conducted in 8 cities\towns. In 2018, the qualifying competitions will be conducted in the rest regions and the finals will be conducted on June 1, 2018, in "Baldauren" Republican Educational and Health Center. The participants of the sports contest will be given

honorable mention gifts and the winners will be rewarded with valuable prizes.

Under the project, mass cultural events in the form of team-buildings will be organized and schools that lack equipment will be provided with necessary sports gear.

**Effect:** promotion and development of mass sports, upbringing of the healthy generation and building a character of the young people, formation of the healthy and self-confident nation; based on the project results, the administrators will be provided with new approaches to building the physical education process, and the recommendations on the annual conduct of sports contests will be sent to the Kazakhstan Ministry of Education and Science.









#### **Achievements**



2 500 school students took part in regional competitions in 8 cities: Astana, Kokshetau, Karaganda, Kyzylorda, Shymkent, Aktau, Uralsk, Atyrau



In 2018, the qualifying competitions are planned to be conducted in 8 cities: Pavlodar, Aktobe, Ust-Kamenogorsk, Almaty, Taldykorgan, Taraz, Kostanai, Patropavlovsk



5 videos and 8 films were made while promoting the project





### DEVELOPMENT OF MASS AND YOUTH SPORTS IN KAZAKHSTAN

Support of mass and youth sports and general promotion of a healthy lifestyle among children

and teenagers is one of the key work areas of Samruk-Kazyna Trust.

#### FOR THIS PURPOSE THE FOLLOWING SPORTS ORGANIZATIONS ARE SUPPORTED:



"Astana" Presidential Club



The RK Tourism Industry and Sports Support Foundation which hosts 17 sports federations



18 independent regional and republican sports federations

More than 40,000 children regularly visit children and youth sports groups on the basis of 20 sports institutions. Social activities and masterclasses for children from socially vulnerable families and children from orphan homes are conducted within the movement for the promotion of a healthy lifestyle. More than 1,000 children take part in the athletic trainings by 17 sports on the basis of the Tourism Industry and Sports Support Foundation. In 2017, alumni of the Kazakhstan

Sports School demonstrated good results. "Menin Elim" social investment program accelerated qualitative changes in the development of youth sports in the regions. In four regions of the state 43 playgrounds and sports grounds along with multi-functional football, hockey and basketball courts were built. 240 schools were equipped with necessary sports gear based on the results of the "Together to the Top!" competition. The number of children who go to the sports groups keeps growing.









#### "ASTANA" PRESIDENTIAL PROFESSIONAL SPORTS CLUB:

722 AGE GROUPS TRAIN AT "BARYS" HOCKEY CLUB YOUTH SCHOOL

365 CHILDREN OF LOS AGE GROUPS ARE TRAINED ON THE BASIS OF "ASTANA" FOOTBALL CLUB

BASIS OF "ASTANA" FOOTBALL CLUB

YOUNG SPORTSMEN ATTEND "ASTANA" BASKETBALL CLUB

# ROLE OF THE FOUNDATION IN THE DEVELOPMENT OF CORPORATE CHARITY IN KAZAKHSTAN

SAMRUK-KAZYNA TRUST, AS ONE OF THE LEADERS OF THE CORPORATE SOCIAL RESPONSIBILITY MOVEMENT IN KAZAKHSTAN, FULLY REALIZES THE IMPORTANCE OF ITS CHARITY DEVELOPMENT ACTIVITIES AND ACTIVELY PARTICIPATES IN EVENTS FOR ITS PROMOTION

## CORPORATE CHARITY FORUM

#### #Сенемін/#Яверю/#Itrust #Corpcharity

The Corporate Charity Forum was initiated by Samruk-Kazyna Trust as a unique dialogue platform to exchange experience in social responsibility of business in Kazakhstan. The Forum promotes ideas of corporate responsibility in the society and implements the general mission of the Trust on the improvement of social and economic life of the

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population and prosperity of the Republic of Kazakhstan.

In 2017, the main goal of the Forum was to develop the corporate social responsibility

in Kazakhstan, discover the best practices in charity programs and disseminate information on corporate charity in the business environment and society.

PARTICIPANTS OF THE FORUM: non-governmental organizations, state and local authorities, employees of Samruk-Kazyna group of companies and Samruk-Kazyna Trust, regional subsidiaries and affiliates, mass media and public.

THE STRUCTURE OF THE FORUM PARTICIPANTS:

350 25 150 50

SPEAKERS COMPANIES NON-GOVERNMENTAL ORGANIZATIONS



«Organizing the Corporate Charity Forum – is a very important step on the way to building a civil society. Its goal – not only the exchange of experience, but also the unification of efforts of all interested parties to achieve concrete results in the implementation of social programs in our country» The Forum was to host plenary, educational and discussion platforms, where the participants could share their experience during the panel sessions, masterclasses, workshops and trainings of international experts.

The Benefit Concert with the participation of Kazakhstan and foreign people of art, where the administrators of the best corporate charity practices were awarded, became an important part of the event.



# "I TRUST" OPEN CONFERENCE OF SOCIAL PROJECTS

#### #Сенемін/#Яверю/#Itrust

Open conference of social projects "I Trust" was conducted within the framework of the Corporate Charity Forum in Astana for the first time.

"I Trust" is 12 stories shared by the heroes of our time with strong life philosophy and clear social message to those living today. The organizers believe that it is possible to achieve qualitative changes in the social sector in collaboration with the society.

PARTICIPANTS:

non-governmental organizations, state and local authorities, employees of Samruk-Kazyna group of companies and regional subsidiaries and affiliates, shareholders of Samruk-Kazyna, Samruk-Kazyna Trust, public at large.

**NUMBER OF PARTICIPANTS** 

**250** 

**12** 

**GUESTS** 

**SPEAKERS** 

GOAL: Excha

Exchange of professional and personal experience in the implementation of social projects between the Forum participants.

MAIN OBJECTIVE:

Creation of a platform for presentation of personal and professional experience of the social sector representatives.

**CONFERENCE FORMAT:** 

The presentations of speakers were conducted in the format of TED-conference. The presentations contained a foreword, information on a speaker, his/her professional and personal experience in social projects, recommendations and advices from the speaker to the audience.



"Currently, the laws permit children with disabilities to go to an ordinary school with ordinary children, but there is an obstacle – the society, itself, is unprepared. We should keep working with school students, their parents and especially with teachers, because they can facilitate the class to develop the right attitude to a special student."

#### Veniamin Alayev,

Almaty Akim Adviser for Enforcement of Rights and Enhancement of Lives of People with Disabilities

#### A NEW YEAR CHARITY EVENT

#### **#ITrust**

Close to New Year 's Eve "I Trust" charity event was held by Samruk-Kazyna Trust to continue the initiative of the Corporate Charity Forum.

Under the initiative the guests of Khan Shatyr Shopping Mall themselves made gifts for children being on medical treatment in the tuberculosis clinic, "Balapan" early intervention center for children with infantile cerebral paralysis and for inmates of SOS Children's Village in Astana. In total, 100 gifts from 100 participants of the event were donated.





"According to the rules of the event, any interested person could put together a gift bag for a child. The participants were offered to choose from various books, fruits and toys. Each participant of the event wrote a letter to a child with his/her wishes. Each letter began with the words: "Dear Friend, I believe that..." Those were heartwarming and touchy moments."

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#### **#KIDSTAKEOVER EVENT**

The "Kids takeover" event was held to celebrate the anniversary of the Convention on the Rights of the Child and the first World Children's Day. That day UNICEF appealed to all children of the globe to stand against harassment, bullying, discrimination and unfairness. Kazakhstan also joined the global event.

Meetings of managers of Samruk-Kazyna JSC with children were organized by Samruk-Kazyna Trust;

Open Talks for the explanation of the Convention on the Rights of the Child were held by the Legal Club of Samruk-Kazyna JSC, and Samruk-Kazyna Trust's social networks were taken over by children for one day.

12 children from amongst visitors of the "Zamandas" Neighborhood Family Club took part in the event of Samruk-Kazyna Trust and shared their ideas and opinions on the rights of the child.



# SUPPORT OF THE TB DISPENSARY IN ASTANA

The Athletics Federation of the Republic of Kazakhstan and Samruk-Kazyna Trust jointly supplied new equipment to the pediatric unit of the tuberculosis dispensary as a charity assistance. The equipment includes computers, an interactive board, an all-purpose projector and a notebook. Some new stuff was also provided for the kids playroom:

now little patients have gym wall bars, labyrinths and slides.

Notwithstanding their long staying at the tuberculosis clinic for treatment, children continue their education: there is a secondary

school at the clinic. For the full-fledged organization of the education process the class rooms should be equipped in line with the modern technologies.



"A child should understand and keep in mind that his/her long staying at the clinic is not a hardship, but just another stage of life that can be overcome, because he/she is provided with everything he/she needs, including medical treatment, education and leisure time."

**Anna Tsepke,** *Chief Medical Officer of the Astana TB Clinic* 

### INFORMATION CAMPAIGN TO FIGHT PANCREATIC DIABETES

# EXPO-Camp is a youth camp welcoming children with diabetes #DiabetesisNOTasentese

There are more than 300,000 people with diabetes in Kazakhstan. Samruk-Kazyna Trust, the Diabetic Association of the Republic of Kazakhstan and Expo&Women International Non-Governmental Organization jointly gave 50 children with diabetes from Astana an opportunity to visit the new youth tent camp "EXPO-Camp".

An information campaign was deployed to support people with diabetes with the goal to raise awareness of the society about the problems of diabetes.

Within the frameworks of the information campaign, more than ten information materials were placed in the mass media and social networks to support people with diabetes.



"Now people are developing Type 2 diabetes at much younger age. We could not even think of children being diagnosed with such disease 15-20 years ago, and now even children at the age of 2 have such diagnosis."

**Zhannat Taubaldiyeva,** Endocrinologist, candidate of medical sciences

## SEMINARS FOR THE DEVELOPMENT OF CORPORATE CHARITY CULTURE

Samruk-Kazyna Trust supports the development of the corporate charity culture in Kazakhstan, conducts masterclasses and meetings on exchange of experience with the local non-governmental organizations and foreign partners of Samruk-Kazyna Trust such as the Kostantin Khabensky Charitable Foundation and "Gazprom Neft".



# "Charity as the Part of Everyone's Life" Session

SPEAKER: KOSTANTIN KHABENSKY

A meeting with Kostantin Khabensky, who is the founder of the foundation that helps children with oncological and other grave brain diseases, was arranged in Astana for the representatives of non-governmental organizations.

Kostantin Khabensky shared the experience of his Foundation: fundraising instruments, programs, PR events and other interesting facts about charitable activity.

The representatives of more than 50 non-governmental organizations, including delegates of "Dara" Foundation, "Kasietti Zhol", "Mercy" Volunteer Society and other organizations providing centralized charitable assistance to children with oncological

diseases and various development disorders,



"First of all, our team and some other big foundations are trying to make charity the part of everyday life.
We are doing our best to make it happen."

participated in the meeting.

#### Konstantin Khabensky,

Founder of the foundation helping children with oncological and other grave brain diseases



# "Social Investment in Business: Partnership as a Strategy Element" Masterclass

SPEAKER: VLADIMIR SHUTILIN

Vladimir Shutilin, the partner of the Foundation, head of social and charitable projects of "Gazprom Neft", gave a masterclass on cooperation of non-governmental organizations with business structures. Such kind of synergy, required for the implementation of large social projects, often

creates certain difficulties. It is difficult for the two parties to agree to cooperate, if they pursue different goals.

The representatives of non-governmental organizations and companies engaged in sponsorship and charitable activities in Kazakhstan visited the meeting.



"It is very important for non-governmental organizations to be able to explain why their project might be interesting for a particular company. You should know what projects are supported by the company you are going to apply to. No task is set for business to increase the volume of social investment all the time. You should build in and add your project to the projects that are already being implemented by the company."

Vladimir Shutilin,

Head of social and charitable projects of "Gazprom Neft"

# PR TECHNOLOGY TRAINING SEMINARS FOR NON-GOVERNMENTAL ORGANIZATIONS, GRANT RECEIVERS AND PARTNERS OF THE FOUNDATION

Samruk-Kazyna Trust organizes and conducts seminars on Building Efficient PR Communications in the Implementation of Social Projects.

The trainers told about modern PR technologies in the specific environment of the non-governmental sector and answered questions of the participants. Thus, Assel Kozhakova and Arshat Oraz presented the cases on building the communication strategy for non-governmental organizations, and Rinat

Balgabayev and Akerke Berlibai explained in detail the tools used to promote projects in social media.

More than 120 people representing nongovernmental organizations, business structures and state authorities from various locations of Kazakhstan, participated in the seminars.



# "LIFE IN A SIMPLIFIED WORLD" SESSION UNDER THE XIV EURASIAN MEDIA FORUM

One of the most important topics of the Eurasian Media Forum 2017 is the determination of trends in the modern society. The speakers of the "Life in a Simplified World" Session organized under the support of Samruk-Kazyna Trust answered the questions on how new technologies can make the life of a man more simple and carefree.

How the ideas of corporate social responsibility

and corporate charity are implemented today? Is there a room for the development of corporate charity by business in the modern society and what are the prospects of such development? What are the most successful tools for the interaction of the non-governmental sector and the business environment? All these and other questions became the subject of the discussion during the session.





"The accelerating progress in technologies will be pushing people of various age, even those who are very young, out of the self-fulfillment process, and this is already happening now. In the nearest 10-20 years a lot of qualified people, who get used to work, will become disengaged."

# SESSION ON SUSTAINABLE DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY OF ENERGY CORPORATIONS AT THE MINISTERIAL CONFERENCE WITHIN THE KAZENERGY FORUM

#### Social responsibility as a business principle

The Samruk-Kazyna Trust session on Sustainable Development and Corporate Social Responsibility of Energy Corporations was held within the KAZENERGY International Forum. The experts told how much a conflict with public might cost to a company and how to implement correctly the corporate volunteer movement in large organizations.

The session on social responsibility of oil

and gas corporations was one of the closing sessions at the Ministerial Conference.

The session was moderated by Lima Dias, an official representative of Samruk-Kazyna Trust Social development Foundation.

The audience of the discussion on the experience in social responsibility of the largest companies of Kazakhstan exceeded 100 people.







"As the world trends show, the involvement of company employees in the volunteer movement becomes one of the key social approaches to strengthening the corporate spirit, decrease in the employee turnover and establishment of new contacts."

**Dmitry Frishchin,**UN Volunteers Program Coordinator
for Central Asia



### SAMRUK-KAZYNA TRUST IN MASS MEDIA

The Foundation actively works on the preparation and dissemination of materials about the projects being implemented. In 2017, more than 5,000 publications about programs

and events of the Foundation were placed in mass media and social networks. This indicator exceeds that for 2016 nearly twofold.

# IN 2017, THE PR VALUE OF SAMRUK-KAZYNA TRUST'S PERFORMANCE WAS 495%

The Fund has the official pages in social networks forming the community of people who are not indifferent to social and charitable issues. Diversified materials such as thematic infographics, updated data on projects being

implemented, information on treatment and aid being received, special columns about heroes, announcements of events for NGOs and partners are posted. Today, the total number of indifferent people in social networks is about 10,000.

#### **PUBLICATIONS**



Book "Heroes Among Us"
20 heroes. 100 pages of real life.
20 strong stories about real people, heroes, who live among us.



#### Book "From Targeted Aid – to Social Investments"

This publication collects the results of research and texts of speeches of experts who participated in the Forum of Corporate Charity held in Astana in 2017. The materials are prepared jointly with the editors office of the Vlast online magazine.

#### **MASS MEDIA**





Business magazine in the sphere of corporate social responsibility and sustainable development "Sustainable Business"

BUSINESS IN KAZAKHSTAN BECOMES

CLOSER TO PEOPLE

Tengrinews.kz online media
I WORK WITH CHILDREN REFUSED
BY OTHERS



The Steppe Internet resource
A VIRAL VIDEO ABOUT KAZAKH HEROES
THAT BECAME A PART OF THE LARGE
SOCIAL PROJECT

Vlast Internet Magazine
THE HELP TO CHILDREN IN NEED MAY
BECOME OUR NATIONAL IDEA





Informburo.kz Information Agency
KHABENSKY TOLD ABOUT CANCERPHOBIA
IN ASTANA

The Internet Portal of the Kazakhstanskaya
Pravda National Newspaper
EDUCATION FOR ALL





Egemen.kz Web Portal

IN PAVLODAR THE PARADE OF CHILDREN'S
AND YOUTH MUSIC BANDS AND ENSEMBLES
WAS HELD

Baq.kz Web Portal

A NEIGHBORHOOD CLUB FOR CHILDREN FROM
LOW INCOME FAMILIES WAS OPENED
IN THE CAPITAL





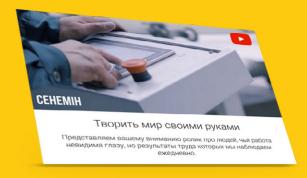
#### **Music ME project**

An attempt to make a step to combine such diversified Kazakhstan music within the same platform. The result of work is the Music ME playlist presented in the form of the Kazakhstan map with pieces of music and their authors who were born in a specific region or praised this region in songs. The project is implemented jointly with The Steppe online resource team.



# A series of publications from "I Trust" open conference of social projects in the Vlast online magazine.

In 2017, the SamrukKazyna Trust Corporate Fund organized Kazakhstan's first forum devoted to charity issues. This platform became a place of dialogue between government authorities, businessmen and NGOs for which charity is daily work. Vlast online magazine published a series of 6 speeches from the charity forum as part of the special project.



#### "Vestnik" — mailing

"Vestnik" is mailed out every two weeks to almost 900 recipients. This mailing includes the most up-to-date and useful articles, news and videos about the activity of Samruk-Kazyna Trust Foundation.

#### **ATTACHMENTS**

#### **LETTERS OF GRATITUDE, CERTIFICATES**







Information on charity projects not included in this annual report can be found on the official website of Samruk-Kazyna Trust Foundation.

www.sk-trust.kz

Reporting period covered by the information year of 2017

> Reporting interval Annual

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