

АСТАНА  
ХАЛЫҚАРАЛЫҚ  
УНИВЕРСИТЕТІ



ASTANA INTERNATIONAL  
UNIVERSITY

"APPROVE "

Rector

International University

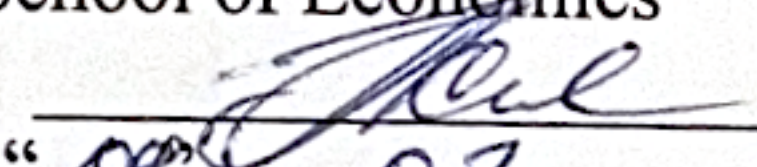
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**POSITION  
FOR ORGANIZING AN INTERNATIONAL COMPETITION  
SCIENTIFIC WORKS "GREEN ECONOMY"**

"Approved"

Dean of the Higher School of Economics  
Smagulova Z.K.

  
"02" 02 2026

Astana 2026



## **POSITION**

### **FOR ORGANIZING AN INTERNATIONAL COMPETITION SCIENTIFIC WORKS " GREEN ECONOMY IN THE CONTEXT OF CLIMATE CHANGE: CHALLENGES AND PROSPECTS "**

#### **1. GENERAL PROVISIONS**

1.1 The competition organizer is the Higher School of Economics (HSE) of Astana International University ( AIU ).

1.2 The Competition is held in accordance with these Regulations.

1.3 The competition status is international.

1.4 The Organizing Committee has the right to engage companies, associations and other legal entities as partners (sponsors) to conduct the competition and provide participants with additional opportunities for professional growth.

#### **2. PURPOSE AND OBJECTIVES OF THE COMPETITION**

**The aim of the competition** is to stimulate scientific research aimed at developing a green economy and sustainable development in the context of global environmental challenges.

##### **Tasks:**

- dissemination of knowledge about the green economy among young people;
- popularization of the principles and practices of the green economy;
- formation of a responsible attitude towards natural resources;
- development of scientific research in the field of sustainable development, ecology and ESG initiatives;
- development of international cooperation in the field of green economy;
- promoting the introduction of sustainable technologies into the economy.

#### **3. COMPETITION PARTICIPANTS**

3.1 Schoolchildren in grades 10-11, undergraduate, graduate and doctoral students of higher education institutions engaged in scientific research and projects in the field of economics, management and related disciplines, seeking to present their research, projects and initiatives aimed at the development of green technologies and environmentally sustainable solutions are invited to participate.

3.2 Participation in the competition is in groups (no more than 3 people).

3.3 To participate, you must submit an application in the established form, attaching a competition entry completed in accordance with the competition requirements (Appendix 1).

3.4 Notification (alert) of competition participants about news, organizational changes, results and other information related to the competition is carried out through one of the following channels:

- posting data on the official Astana website International University in open access and Instagram of the Higher School of Economics;
- sending information to the email address specified by the competition participant during registration.

#### **4. FORMS OF COMPETITION WORKS**

4.1 Works may be submitted in the following formats:

- presentation (15-20 slides);
- and analytical research (up to 10 pages);
- video (up to 5 minutes) with a presentation of a scientific project.

4.2 Work for the competition may be submitted in one thematic area in accordance with paragraph 5 of the Regulations in a collective form (no more than 3 co-authors).

## 5. THEMATIC AREAS OF THE COMPETITION

5.1 **ESG standards and corporate responsibility:** integrating ESG principles into business models, sustainable development of companies, and non-financial reporting.

5.2 **Public policy and the green economy:** the role of international agreements and national strategies, mechanisms of government regulation and support for sustainable development.

5.3 **Economic efficiency of renewable energy sources (RES) implementation:** cost-benefit analysis of the transition to solar, wind and hydropower, as well as an assessment of the payback periods of eco-projects at the macro level.

5.4 **Methods for assessing natural capital in the system of national accounts:** development of approaches to the economic measurement of natural resources (forests, water, clean air) as state assets for a more accurate calculation of the country's well-being.

5.5 **Circular economy:** studying waste recycling practices, strategies for minimizing the use of primary non-renewable resources, and the implementation of recycling technologies in production processes.

5.6 **Green Supply Chain Management:** optimizing logistics and supplier selection based on their environmental footprint, as well as implementing environmental standards at all stages of the product life cycle.

5.7 **Eco-innovation as a factor in the sustainable development of modern corporations:** the role of introducing new "clean" technologies in ensuring long-term survival and ethical growth of business.

5.8 **Human capital management in the transition to a low-carbon economy:** training and retraining personnel for work in "green" sectors of the economy and developing a corporate culture of environmental responsibility.

5.9 **Green bond market:** exploring mechanisms for issuing special debt instruments whose proceeds are directed exclusively toward environmental and climate projects.

5.10 **The role of fintech solutions in developing sustainable finance:** using digital platforms, blockchain, and AI to transparently monitor the targeted use of green investments.

5.11 **Smart and Green City strategies : creating** comprehensive urban development plans with a focus on energy efficiency, eco-transport, and digitalization of resource management.

5.12 **Policies to promote responsible consumption at the regional level:** the implementation of tax incentives, subsidies, and educational programs to support environmentally friendly behavior by citizens and businesses.

5.13 **Green branding:** creating an image of an environmentally responsible company, reputation management, and methods for combating greenwashing (falsely positioning a product as environmentally friendly).

5.14 **Marketing strategies for promoting eco-products in global markets:** adapting communication campaigns to international environmental standards and the values of foreign consumers.

5.15 **Ecotourism development policy within the green economy system at the regional level:** implementation of sustainable tourism standards, support for ecotourism projects through grants and subsidies, and development of environmental education for tourists and local communities.

5.16 **Policy for preserving natural and cultural heritage through ecotourism:** limiting anthropogenic pressure on specially protected natural areas, developing environmentally responsible tourist routes, and involving local communities in the management and protection of tourism resources.

## 6. COMPETITION TIMELINE

- 6.1 The competition will be held from February 9 to March 9 of the current year.
- 6.2 Registration (submission of an application) and sending of the competition work in electronic form to the email address [greenschoolaiu@bk.ru](mailto:greenschoolaiu@bk.ru) from February 9 to March 9 of the current year.
- 6.3 Evaluation of the works by the Competition Jury – until March 30 of the current year.
- 6.4 Summing up and announcement of the results of the competition – before April 20 of the current year.
- 6.5 Information on the results of the Competition will be posted on the official website of Astana International University and on the Higher School of Economics Instagram account, award documents for participation will be sent electronically within 10 days after the announcement of the Competition results.

## **7. ORGANIZATIONAL STRUCTURE OF THE COMPETITION**

7.1 For the purposes of general management of the competition, conducting its events at a high-quality organizational level, as well as ensuring coordinated actions and developing unified approaches necessary for organizing the competition, an organizing committee for the competition (hereinafter referred to as the Organizing Committee) is created.

7.2 The Organizing Committee is composed of representatives of organizations participating in the competition, including faculty members of the AIU Higher School of Economics . The competition organizers may include researchers, experts, as well as representatives of partners, employers, and the public, on the Organizing Committee.

7.3 Organizing Committee:

- determines the composition and procedure of the jury;
- develops thematic areas of the competition and forms criteria for evaluating the results of their implementation;
- provides information support for the competition: direct promotion on the information resources of AIU , co-organizers, social networks and mass media.

7.4 Jury:

- carries out checking and evaluation of the participants' work;
- determines the winners and prize winners of the competition based on the criteria developed by the Organizing Committee;
- a jury meeting is considered valid if more than half of its members participate in it; the decision is taken by a majority of votes from the number of jury members present);
- perform other functions necessary for conducting the competition.

7.5 Official information related to the organization and conduct of the competition, including the competition regulations, the list of competition areas, and the announcement of the start of the competition, is posted on the official website of the AIU .

7.6 Issues related to the competition that are not regulated by the regulations are decided by the organizing committee.

AIU regulatory act . The composition of the jury is approved by decision of the Organizing Committee.

## **8. CONDITIONS OF THE COMPETITION**

8.1 Participation in the competition is voluntary and without an organizational fee.

8.2 Competition participants shall complete an application using the form provided in Appendix 1.

8.3 Requirements for the design of competition entries and the criteria for their evaluation are presented in Appendix 2.

8.4 Works submitted after March 9 of the current year will not be accepted for consideration.

8.5 Materials submitted to the competition will not be returned; reviews of competition entries will not be issued.

## **9. SUMMARY OF THE COMPETITION RESULTS**

9.1 Works are evaluated in accordance with the categories of participants:

- school students;
- students;
- Master's students;
- doctoral students.

9.2 The winners of the competition are the participants in the corresponding category who have received the highest number of votes (points).

9.3 All participants of the competition will be awarded certificates for participation, and winners in the relevant categories will be awarded diplomas.

### **Compilers:**

Head of the School of Green Economy \_\_\_\_\_ G.T. Lesbaeva

Co-head of the School of Green Economy \_\_\_\_\_ G.K. Baibash

**APPLICATION FOR PARTICIPATION  
IN THE INTERNATIONAL COMPETITION OF SCIENTIFIC WORKS  
" GREEN ECONOMY IN THE CONTEXT OF CLIMATE  
CHANGE: CHALLENGES AND PROSPECTS "**

1. Full names of participants	
2. E-mail, contact phone number of participants	
3. Title of the competition entry	
4. Thematic direction of the competition	
5. Participant category: - school students - University students ( <i>indicate year</i> ) ; - undergraduates at universities ( <i>specify course</i> ) ; - doctoral students of universities ( <i>indicate course</i> )	
6. Full name of the scientific supervisor, contact phone number, email	
7. Full name of the organization where the competition work was completed	
8. Postal and email address of the organization	

## REQUIREMENTS FOR THE DESIGN OF COMPETITION WORKS AND CRITERIA FOR THEIR EVALUATION

### PRESENTATION REQUIREMENTS

presentation should be 15-20 slides long in Microsoft software . Office Power Point . The presentation is accepted in electronic format. Slides should contain only bullet points, key phrases, and graphical information (figures, graphs, etc.) – they should accompany the detailed presentation of the speakers' thoughts, but not vice versa. Sans-serif fonts are recommended . Font size: 36-54 points (heading), 24-36 points (regular text) . Italics, underlined, bold, and capital letters are used to emphasize key information and headings . It is not recommended to use more than 2-3 font types . The main text should be justified; diagrams should be centered .

A solid-color background in muted pastel tones (e.g., light green, light blue, beige, light orange, and light yellow) is preferred . The font color and background color should contrast (the text should be easily readable) .

#### Graphic information:

1. Drawings, photographs, and diagrams should be visual and meaningful, and be accompanied by titles;
2. images (in jpg format ) to reduce file size;
3. The size of one graphic object is no more than 1/2 the size of the slide;
4. Text-to-image ratio is 2/3 (there is less text than images).

#### Slide order (approximate) :

Slide 1 – Title (organization, title of work, full name) participants, scientific supervisor, date);

Slide 2 – Introductory part (statement of the problem, relevance and novelty, what materials the work is based on);

Slide 3 – Goals and objectives of the work;

Slide 4 – Methods used in the work;

5-9 slide – Main part ;

10 – Conclusion (findings);

11 – List of main sources used;

12 – Thank you for your attention! (Signature, possibly an expression of gratitude to those who supervised, reviewed, and/or assisted with the work).

The main goal is to reveal the topic in a presentation that corresponds to the theme of the competition .

#### Job requirements:

- the presentation should clearly reflect the main aspects of the scientific research, including the problem, purpose, methodology, results and conclusions;
- the structure of the presentation should be logical and consistent;
- the use of graphs, charts, diagrams and other visual elements is encouraged;
- the text should be concise, clear and understandable;
- Copying slides from other sources without attribution is prohibited.

#### Evaluation criteria:

- informativeness and completeness of content (20%);
- quality of visual design (20%);
- logical structure and consistency of presentation (20%);
- clarity of wording and accessibility of information (20%);
- originality of presentation of material (20%).

## **REQUIREMENTS FOR ANALYTICAL RESEARCH**

Volume: up to 15 pages (not including the title page and list of references). File format: PDF or DOCX. Font: Times New Roman font , size 12. Line spacing: 1.5. Margins: 2 cm on all sides. Text alignment: justified.

Structure of the work:

1. Title page (title of the work, full names of the authors, university, supervisor, contacts).
2. Introduction (relevance, purpose, objectives of the study).
3. Main part (methodology, analysis, research results).
4. Conclusion (findings and suggestions).
5. List of references.

### **Job requirements:**

- the work must be an original analytical study devoted to the problems and prospects of the green economy;
- should include a justification for the relevance of the topic, a statement of the research problem, a description of the methodology, an analysis of the data obtained and conclusions;
- a reference to scientific sources confirming the analysis is required;
- the work must not contain plagiarism (originality level of at least 80%);
- The use of illustrative material (graphs, diagrams, tables) is permitted, but they should not exceed 20% of the total text volume.

### **Evaluation criteria:**

- relevance of the topic (20%);
- depth of analysis and use of scientific methods (20%);
- novelty and practical significance of the results (20%);
- logic and sequence of presentation of material (20%);
- design and compliance (20%).

## **VIDEO PRESENTATION OF A SCIENTIFIC PROJECT**

Duration: up to 5 minutes. File format: MP4, AVI, MOV. Resolution: at least 720p.

Contents:

1. Introduction of the authors and the research topic.
2. Description of the problem and purpose of the work.
3. Key findings and practical application.
4. Visual support (graphs, diagrams, examples).
5. Final summary and closing remarks.

### **Job requirements:**

- The video must be a substantive presentation of a research project related to the green economy;
- must contain a clear structure: presentation of the topic, formulation of the problem, research goals and objectives, main conclusions and practical application;
- The use of infographics, animations, interviews, experiments and demonstrations confirming the results of the work is permitted;
- The video material must be original, without borrowing from third-party sources (the use of the author's graphs and diagrams is permitted) ;
- Voice-over or subtitles must be clear and legible.

### **Evaluation criteria:**

- clarity and persuasiveness of presentation (20%);
- quality of visual support (20%);
- originality of presentation of material (20%);



- practical significance of the project (20%);
- compliance with time constraints and technical requirements (20%).