



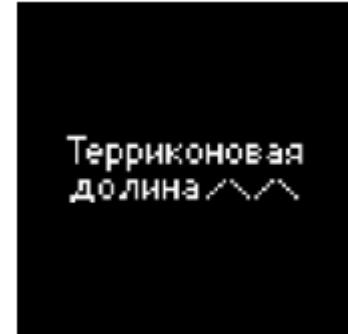
KAZPOTREBSOYUZ  
UNIVERSITY  
SINCE 1966



QAZTEHNA



Corporate University



## INFORMATIONAL LETTER

Dear teachers and students of universities, colleges and schools,

Kazpotrebsoyuz Karaganda University invites you to take part in participation in the work:

1. International scientific and practical work  
«Global Impact 2030: Shaping the Future Together» conferences
2. International Competition of Social, Environmental and Agricultural Projects startup projects "GreenRoots: Startup Battle for Sustainability" for students of universities, colleges, and schools.
3. Circular Economy Hackathon for university students and schoolchildren.

International conference and competition dedicated to the 80th anniversary The United Nations and the 60th anniversary of the Karaganda University of Kazpotrebsoyuz.

The International Conference and Competition of startup projects will be held on **12 December 2025**.

Venue of the event: Republic of Kazakhstan, Karaganda, 9 Akademicheskaya St., Karaganda University of Kazpotrebsoyuz. **Format of the event: online and offline.**

The aim of the events is to create conditions for the exchange of knowledge and skills. innovative ideas in the field of sustainable development, ecology, circular economy, etc. economy, agricultural sector and "green" technologies.

Organizers: Research Center for Sustainable Development and Innovation creative Industries, Council of Young Scientists, Student Scientific Society, Karaganda University of Kazpotrebsoyuz, CirculEC project team Erasmus+programs.

# INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE «GLOBAL IMPACT 2030: SHAPING THE FUTURE TOGETHER»

Breakout sessions of the International scientific and practical conference «Global Impact 2030: Shaping the Future Together»:

Section 1. Renewable energy and climate-neutral technologies technologies as a driversustainable development goals

Section 2. Innovative agrobiotechnologies and formation of sustainable agricultural technologies food systems

Section 3. Social innovative entrepreneurship and gender-based entrepreneurship inclusive business models

Section 4. Skills of the twenty-first century: integrating sustainable development into the global economy educational and professional programs

Section 5. Green and Smart Cities: Digitalization, artificial intelligence intelligence and infrastructure

Section 6. Global and national governance: a partnership of States, business and civil society for sustainability

Working languages of the conference: Kazakh, Russian, English.

The collection will contain original works that were not previously published. articles. Responsibility for the content, design and originality of the article It is carried by the author and his / her supervisor. Minimum threshold for originality – **60%**.

To publish materials, you must send the following documents by November 28, 2025: articles designed according to the requirements, as well as a request for e-mail addresses technical secretaries by section:

Section	Full name of the Technical Secretary	Email
1...	Куанышбаев Магжан Терликбаевич	magzhan_k.t@mail.ru
2...	Lysak Anastasia Nikolaevna	a-nastasiya27@mail.ru
3 3	Asanova Marina Aleksandrovna	m.assanova@keu.kz
4...	Mukasheva Batima Mambetalievna	b.mukashevakeu.kz@mail.ru
5...	Shumakov David Vladimirovich	david.home@inbox.ru
9...	Магдатова Кымбат Жанатовна	zhanatkyzyk@mail.ru

Materials submitted later than the specified deadline or not completed in a timely manner. in accordance with the requirements, they are not considered and are not returned back. The Organizing Committee reserves the right, if the article does not meet the requirements for the please reject it from printing.

The authors of the best reports will be awarded diplomas of I, II, III degrees and with certificates.

Based on the results of the CTA conferencethe results and reports will be published in The electronic version of the collection will be posted on the website of Kazpotrebsoyuz State Educational Institution - [www.keu.kz](http://www.keu.kz).

## Article design requirements (Appendix 1)

The article specifies the topic, Full name of the author, educational institution (production association, enterprise), scientific supervisor. Data the author and supervisor are aligned on the right side.

The annotation to the article should reflect the relevance, problems, goals and objectives, method (method) of solution, results and prospects of development. Abstract of up to 50 words. Keywords – up to 7 word combinations.

The article is presented as a single file in WinWord format.

Parameters: page format-A4, all page margins are 2 cm each.

The length of the article should not exceed 5 pages, without page numbering.

Font: Times New Roman, size 12.

Line spacing: single.

Red line indent: 1 cm.

Text alignment: in width. Formulas and figures are inserted into the text theses as an object.

References to literature are indicated in square brackets, for example [1, p. 152]. The list of references is drawn up in accordance with the current legislation. standards. Links to figures and tables in the course of the text are required.

For publication in the collection, please send an email to the Organizing Committee's email address the application form and the text of the article. The article files should be named after the first author's last name (Zhetpisbayeva D. application; Zhetpisbayeva D. article).

Application for participation in the International Scientific and Practical Conference it is issued in accordance with the form specified in Appendix 2.

For more information, please call:

8-721-244-16-34 (ext. 6550), SIC for Sustainable Development and Creative Technologies industries

8-705-314-66-22, Sattybayeva Dinara Makhambetovna.

# **PROCEDURE FOR HOLDING AN INTERNATIONAL COMPETITION SOCIAL, ENVIRONMENTAL, AND AGRICULTURAL START-UP PROJECTS «GREEN ROOTS: STARTUP BATTLE FOR SUSTAINABILITY»**

for students of universities, colleges, and schools.

To participate in the Contest until November 28, 2025, participants must: send to your email address [leila.nikkel@mail.ru](mailto:leila.nikkel@mail.ru):

- an application indicating the project participants from 1 to 4 people, which issued in accordance with the form specified in Appendix 3. - an innovative project is presented as a presentation in pptx or PDF format.

pdf.

**The presentation should contain the following information:**

1. Project name and brief description
2. Problem and relevance
3. Project objective and proposed solution
4. Environmental / social value and contribution to sustainable development
5. Target audience and market
6. Competitors and unique advantage of the project
7. Key financial indicators
8. Implementation stages and roadmap
9. SWOT analysis (strengths, weaknesses, opportunities, threats)
10. Team and roles

The presentation should not exceed 10 slides. Performance time-4 minutes, Q & A session – 3 minutes.

Criteria	Description	Sc
Relevance of the problem and environmental / social impact	The extent to which the project solves a real environmental or agricultural problem, its contribution to sustainable development (link to the SDGs, reduce waste, save resources, etc.)	0–
Novelty and creativity of the idea	Originality of approach, innovative elements, difference from existing solutions	0–
Value for users and the market	Clearly defined target audience; clear benefits for users; basic market assessment (TAM/SAM/SOM)	0–
Competitive advantage	Having an analysis of competitors and understanding why the project will be successful compared to them	0–
Feasibility and resources	Realistic project launch: action plan, resources, team with distributed roles	0–
Financial logic	Understoodie of funding sources, estimated costs and revenues, model viability	0–
SWOT analysis and risks	Risk awareness, understanding of strengths, weaknesses, opportunities, and threats	0–
Presentation and pitching	Clarity, visual appeal, and persuasiveness of the presentation	0–
Team work	Team coherence and competence, role allocation	0–

The format of participation in the contest is mixed (online and offline).

The best startup projects will be awarded with diplomas of I, II, III degrees, awarded with cash prizes, as well as the opportunity to pass acceleration program, be included in the Enactus team Karaganda University Kazpotrebsoyuz and will pass to the second round CIRCULAR ECONOMY HACKATHON.

## **PROCEDURE FOR CONDUCTING THE EVENT CIRCULAR ECONOMY HACKATHON**

for university and college students and schoolchildren.

### **Winners of the Startup Project Contest "Green Roots: Startup Battle for Sustainability" automatically qualify for the 2nd round of the competition - Circular Economy Hackathon.**

Circular Economy Hackathon is a space for young innovators, where students and students develop ideas and solutions aimed at creating sustainable development. of the future through waste reduction, efficient use of resources, and eco-friendly design.

To participate in the 2nd round of the Contest until December 17, 2025 to the winners of the 1st round of the Contest please send it to your email address [bezleroxana@mail.ru](mailto:bezleroxana@mail.ru):

- an application with an indication of project participants from 1 to 5 people in accordance with the form **Appendices 3**;

video clip. Participants are required to prepare a video clip with a duration of 25 seconds dedicated to the topic of their innovative project, presented as part of the first round of the contest. A video clip can be made onin Russianor

in Kazakh languages. To ensure a wider audience reach and participation in international goalPlease note that the video must have English subtitles (captions). in the Russian language. The content of the video should briefly and clearly reflect the main idea of the project, its goals, innovativeness and expected contribution to sustainable and environmentally-oriented development solutions.

Your video clip (up to 25 seconds long) must contain:

- a short and clear explanation of your idea (not required). more than 40 words);
- enter your team name and country;
- emphasize: the main idea, the expected effect, and why your decision is important to us. your region.

presentation. Your presentation (5 slides) should include:

1. Team name and ideas-present your team and your concept.
2. Problem and solution — what task do you solve and how?
3. Target Market — who will use your product or service?
4. Enterprise economics — a brief calculation of costs, prices, and profitability.

### **5. Environmental Impact — how your idea supports sustainability and cyclical behavior.**

- permission to publish the video in accordance with the selected form Applications 4-5.

The Circular Economy Hackathon video will be evaluated based on the following criteria: criteria:

1. Jury rating (60%):
  - innovation and market potential (25%);
  - environmental impact (25%);
  - scalability and long-term potential (20%);
  - team competence and commitment (15%);
  - presentation (how well the idea is conveyed in the video) (15%);

2. Public vote (40%) - on the official web pages of the CirculEC project.

3. Calculating total points:
  - expert ratings - 60% of the total number of points.

- public voting - 40% of the total number of points scored, calculated by the number of votes received as a percentage of the total number of public shares. voting results.

Evaluation criteria. The winners will be youbranes based on expert evaluation and audience voting, which will ensure transparency and fairness.

Awards: certificates for all finalists, mentoring and internship opportunities, prizes for the best regional teams, communication with experts from the EU and Central Asia.

## CONTROL DATES

Please send your articles and applications for the international scientific and practical conference for publication to the responsible technical secretaries by section.

until

**To participate in the Startup Project Contest "Green Roots: Startup Battle for Sustainability", please send an application and an innovative project to the following email address: [leila.nikkel@mail.ru](mailto:leila.nikkel@mail.ru)**

until N

**To participate in the Circular Economy Hackathon (for winners of the 1st round), you must send an application, a video clip, and consent to its placement to the following email address: [bezleroxana@mail.ru](mailto:bezleroxana@mail.ru)**

until D

For more information, please call:

8-721-244-16-34 (ext. 6550) - Sustainable Development Research Center development and creative industries

8-777-545-49-05-Nikkel Leyla Javanshirovna.

### Rules of the event:

- 9: 00-9: 30 - Registration of participants.
- 9: 30-10: 00 - Opening of the event.
- 10: 00-10: 50-Plenary session.
- 11: 00-13: 00-Breakout sessions.
- 11: 00-13: 00 - Protection of startup projects
- 13: 00-14: 00-Lunch break.
- 14: 00-15: 00 - Summing up, awarding and closing of the event

**GREEN TECHNOLOGIES AND CREATIVE IDEAS FOR YOUNG  
PEOPLE**  
**INITIATIVES FOR A SUSTAINABLE ECONOMY**

***Zhetpisbayeva D.***

*student of the MO-25-2 group*

***Zhartai Zh. M.***

*Supervisor: PhD, Professor*

Karaganda University of Kazpotrebsoyuz,  
Karaganda, Republic of Kazakhstan

Annotation. This article discusses the role and significance of...

Keywords: sustainable development, global challenges, green economyomika

Text. In the context of economic globalization...

**Table 1. Analysis of startups in the field of ecology, agricultural technologies and circular economy**

(table)

(drawing)

Figure 1-The role of youth in building a sustainable business

*List of literature:*

1. Jackson T. Prosperity without Growth: Fundamentals of Tomorrow's Economy. – Moscow: Gaidar Institute Publishing House, 2014, 352 p.
2. Pernik R., Wilder K. Revolyutsiya chistykh tekhnologii [Revolution of Clean Technologies]. 2010. - 384 p.
3. Wang C. Impact of Green Technology Innovation on Green Economy // Sustainability. – 2024. – Vol. 16. – № 19. – P. 57.

**Application**

for participation in the International Scientific and Practical Conference  
 «Global Impact 2030: Shaping the Future Together»

	Last name, first name, patronymic of the author (in full)
2. __	Faculty, group
3. __	Full name of the manager. Post. Academic degree, academic title
4. __	Full name of the educational institution
5. __	Address of the educational institution (including the city)
6. __	Contact phone numbers (with area code), e-mail
7. __	Conference Section
8. __	Topic of the scientific article
9. __	Participation form

Appendix 3

**Application**

for participation in the International Contest of Ecological and Agricultural Projects стартап-проектов «GreenRoots: Startup Battle for Sustainability» /  
 Circular Economy Hackathon

1. __	Last name, first name and patronymic of the participant (s) (in full)
2. __	Faculty, group (school, class)
3. __	Full name of the manager. Post. Academic degree, academic title
4. __	Full name of the educational institution
5. __	Address of the educational institution (including the city)
6. __	Contact phone numbers (with area code), e-mail
7. __	Name of the innovation project
8. __	Short description

**approval**

**for the use and public placement of video  
material  
(for participants over the age of 18)**

I, \_\_\_\_\_

(full name, surname and patronymic), participant of the "Circular Economy Hackathon" event, I hereby give my consent to the hackathon organizers and their officesial partners on:

1. Use, post and distribute the video clip I submitted, prepared for participation in the Circular Economy Hackathon, for informational purposes, for educational and promotional purposes;
2. Publication of video material on official websites, social networks, as well as on the Internet. other media and communications related to the project and its partners;
3. Use of my name, educational institution (organization )and image in connection with the specified materials without payment of remuneration.

This consent is given voluntarily, without limitation of validity, only in the following cases: to promote and highlight activities related to the Circular Economy Hackathon. **Date:**....

**Participant's signature:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Educational institution / organization:** \_\_\_\_\_

**approval**

**for the use and public placement of video  
material  
(for participants under 18 years of age)**

I, \_\_\_\_\_

(last name, first name, patronymic of the parent or legal representative),  
I am a parent (legal representative)

\_\_\_\_\_ (last name, first name, patronymic of the child),

I give my consent to the organizers of Circular Economy Hackathon and their official representatives partners on:

1. Use, post, and distribute a video clip prepared by my client a child to participate in the Circular Economy Hackathon, in educational, informational and for promotional purposes;
2. Publication of the specified video material on official Internet resources, in the following format: social networks and other information platforms of the project and its partners;
3. Using my child's name, age, educational institution, and image in the Internet in connection with the above materials, no remuneration is paid.

This consent is granted voluntarily, without limitation of the term of validity, exclusively for sales and promotion purposeseating Circular Economy Hackathon.

**F. Full name of the parent (legal representative):**

**Signature:**\_\_\_\_\_

**Date:**\_\_\_\_\_

**Contact e-mail / phone number:** \_\_\_\_\_

**Family relationship (mother, father, guardian):** \_\_\_\_\_

**F. Full name of the minor participant:** \_\_\_\_\_

**Age:** \_\_\_\_\_

**Educational institution:** \_\_\_\_\_