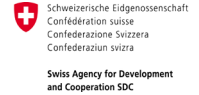


GLOBAL DISRUPTIVE TECH CHALLENGE 2021

RESTORING LANDSCAPES IN THE ARAL SEA REGION



JOINT SIDE EVENT YOUTH AND INNOVATIVE ECO-STARTUPS ECO-TALK AND THE TECH CHALLENGE PROJECTS during Challenge Week: 5-9 April 2021

This side event is organized as part of the Challenge Week in the framework of the Global Disruptive Tech Challenge 2021: Restoring Landscapes in the Aral Sea Region.

It is aimed to disseminate information about the positive effects of using innovative approaches and opportunities for young entrepreneurs from the Central Asia region to develop their own eco-startups. You will have an opportunity to:

- Learn about how to receive a grant for a green start-up?
- Participate in a workshop "How to start your own business?"
- Find out more about business incubators in Kazakhstan.

Organizers and partners: Kazakh-German University, World Bank, Global Landscapes Forum, the EU project "European Union – Central Asia: Water, Environment and Climate Change Cooperation" (WECCOOP), Central Asian Youth for Water Network (CAY4W).

When?

8 April 2021, 14:00–15:50 (UTC+6)

Where? Online

Language: Russian

**REGISTRATION AND
LIVE STREAM LINK**

EVENT'S PROGRAM

Time	Session	Speaker
14:00–14:05	Welcome speech	Barbara Janusz-Pawletta, DKU Lyazzat Syrlybayeva, CAY4W Manon Cassara, World Bank
14:05–14:20	Ice-breaking	Balzhan Zhumagazina, DKU
14:20–14:25	Eco-Talk promo video	-
14:25–14:35	Presentation on CAY4W	Lyazzat Syrlybayeva, CAY4W
14:35–14:40	Successful Eco-startup - Presentation on project "Eco Cashback"	Vladislav Golyarko, winner of "Eco-Talk 2020"
14:40–14:45	Successful Eco-startup - Presentation on project "Eco kiim"	Adeba Rahmatulla, winner of "Eco-Talk 2019"
14:45–15:45	Master class "How do I start my own startup?"	Aivar Kurmanov, Epicenter S
15:45–15:50	Closing remarks	Balzhan Zhumagazina, DKU



BACKGROUND

Environmental changes caused by human activities might have irreversible consequences. Thus, systematic deforestation, unsustainable agricultural practices over several centuries cause a decrease in biodiversity, land degradation, which further leads to catastrophic changes in the environment, food shortages, changes in global temperature, and health problems. The tragedy of the Aral Sea, which continues to disappear, is a prime example of the careless use of natural resources. Today, the surface area of the Aral Sea is less than 10% of the 1960 level (about 68,900 km²). In addition, the effects of dust storms, malnutrition, and declining quality of drinking water have a negative impact on public health.

The introduction of “smart technology” and the development of an “environmental approach” to business and decision-making is a key aspect of preserving the environment and, in some cases, restoring the effects of environmental change that has already occurred. Socially responsible companies, focused on green business today are one of the priority areas, both in Uzbekistan and Kazakhstan. Programs to support large companies, young entrepreneurs, green start-ups are being developed, investments and grants from foreign companies and donors are being attracted. More and more people are turning to the careful use of natural resources.

Kazakh-German University actively promotes the development of green business. The International Green Business School “Eco-Talk” was initiated in 2018 to facilitate a better generation of eco-business ideas among young people and their relationship with interested stakeholders at a larger scale to address pressing issues on environmental sustainability. The programme is designed as a series of trainings and regional competition for young entrepreneurs of Central Asia willing to develop their eco-business ideas from scratch or make their existing businesses more environmentally friendly.

In August 2020, Kazakh-German University together with the World Bank in cooperation with the Global Landscapes Forum and the world-known business accelerator Plug and Play launched Global Disruptive Tech Challenge 2021: Restoring Landscapes in the Aral Sea Region. It aims to identify and support disruptive technologies and innovative approaches to landscape restoration in the Aral Sea region and Central Asia.

For more information about the side event and the Challenge, please contact Balzhan Zhumagazina – zhumagazina@dku.kz.

The challenge is organized with the support of the Central Asia Water and Energy Program (CAWEP) a multi-donor Trust-Fund financed by the European Union, Switzerland and the United Kingdom. The challenge is administered by the World Bank and will inform the Resilient Landscape Program in Central Asia RESILAND CA +, currently under preparation. It is implemented by the Kazakh-German University (DKU), the Global Landscapes Forum (GLF) and Plug and Play (P&P).