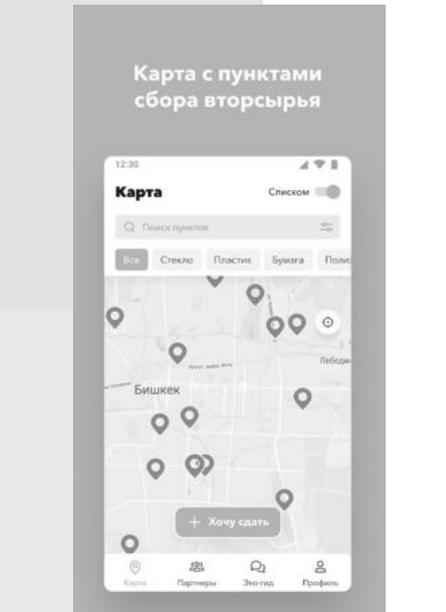
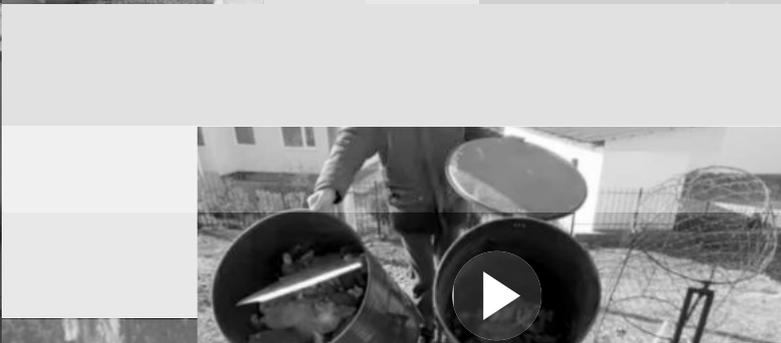
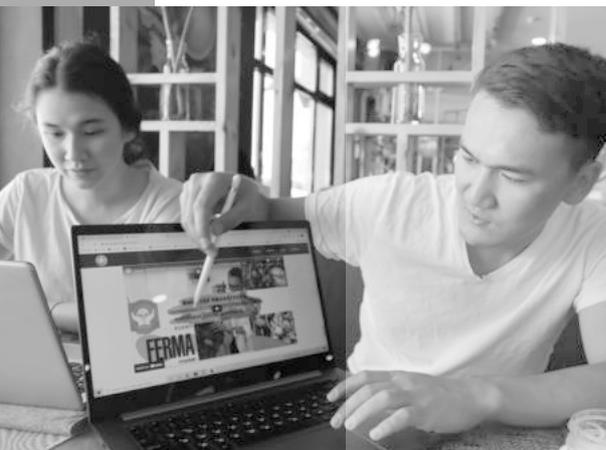


#generation GREENEGY – for green economy!

7 youth projects, implemented in Kyrgyzstan by AVZUR and UNITAR

Bishkek, 2020–2021



From September 2020 to July 2021,

the Alliance of Universities of the Kyrgyz Republic for a Green Economy and Sustainable Development (AVZUR), with the support of PAGE and UNITAR, implemented a joint project

"Support for Integration of Green Economy Learning at Tertiary-level Education in Kyrgyz Republic".

Within the project, teams of teachers from 6 universities in Kyrgyzstan have developed 6 new courses on the green economy.

The developed courses will be integrated into the curriculum of the Kyrgyz universities. The universities which have developed the courses will pilot them in the 2021–2022 academic year.



All developed courses are available on the AVZUR online platform: e-course.avzur.kg.

Also, trainings on the assessment of green jobs for teachers at various universities, a series of webinars for students and teachers on climate change in Central Asia and Kyrgyzstan were conducted, and a course on green modeling was adapted.

With the development of the courses, a large-scale work was carried out to raise awareness among young people about the green economy.

To this end, AVZUR, with the support of PAGE-UNITAR, announced a **#generation GREENEGY** competition among young people to create projects that highlight and popularize issues of green economy in Kyrgyzstan last autumn.

The purpose of the competition was to tell about the green economy of Kyrgyzstan in an understandable, interesting, and popular form based on the **"youth-to-youth"** format.

The winning teams received grants – **from \$400 to \$1000** – to implement their projects.

It was originally planned to select

5 winning teams

However, the applications turned out to be so diverse and interesting that the jury members, after long and heated discussions, decided to award the grants to

7  teams!

Afterwards you will read about these projects – from idea to implementation – and about the teams, students, schoolchildren, youth associations, who boldly implemented their ambitious ideas. About the challenges the teams faced on their way, how they managed to overcome them, and what results

they achieved. We hope these projects will serve as encouraging examples for you and inspire you to finally take a step towards developing and implementing your long-standing idea/eco-project (or you will have such an idea while reading).



We will be happy to receive your feedback, opinions, questions, and suggestions for cooperation through email: avzur.kg@gmail.com.

Competition statistics:

15
applications
were submitted

From 8
educational
institutions of
Kyrgyzstan:

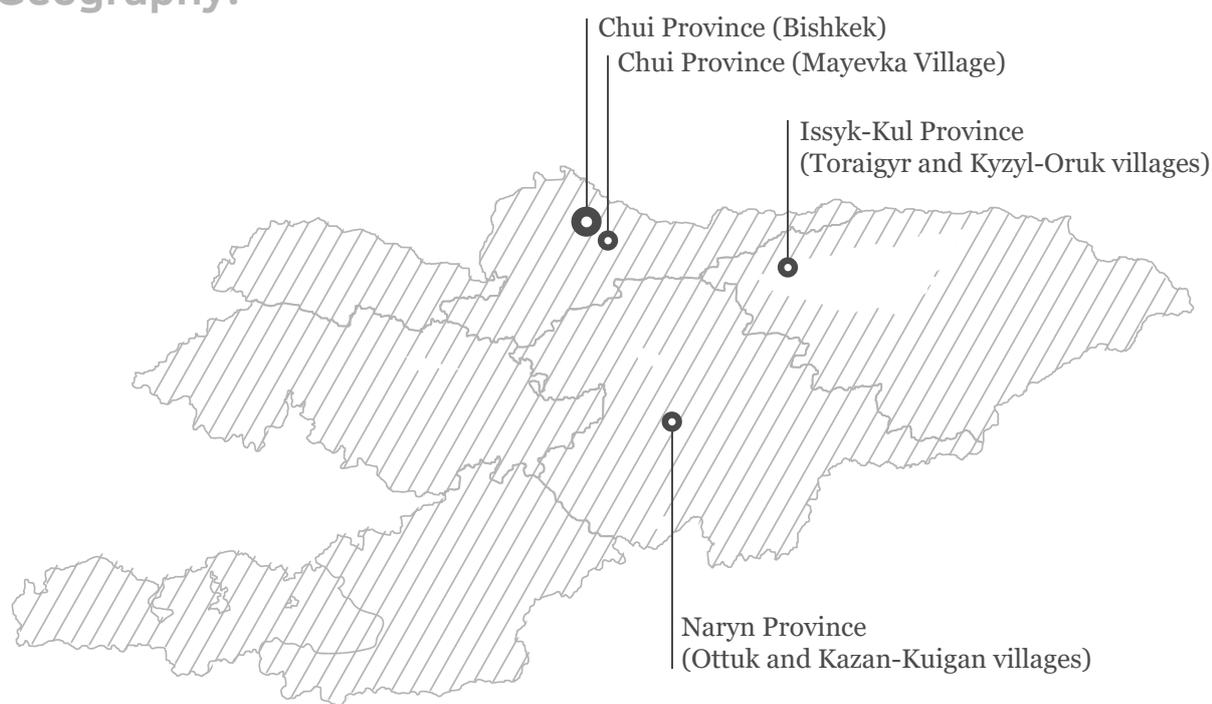
5  universities
(IU "Ataturk Ala-Too",
KEU, AUCA, KRSU, KNU)

3  schools
(all regional ones)

And the youth project Tazar Bishkek [@tazar.app](https://tazar.app)



Geography:



About AVZUR

Founded in
June 2019

AVZUR is an alliance of universities of the Kyrgyz Republic engaged in scientific and educational activities in the field of green economy and sustainable development.

by the resolution of the round table

"Green Economy and Sustainable Development: Development of Research Potential".

The AVZUR secretariat is responsible for coordinating the activities of AVZUR. Since 2019, the AUCA Center for Environment and Development (CED) has been acting as the secretariat of AVZUR (ced.auca.kg).

Goals and objectives of AVZUR:

- implementation of educational programs, development of educational and methodological materials, organization and conducting educational and public events (conferences, seminars, round tables, open lectures) on the topic of green economy and sustainable development in the Kyrgyz Republic;
- strengthening the analytical and research work of universities and research centers to study the issues of green economy and sustainable development in the Kyrgyz Republic.
- increasing the efficiency of joint activities and exchange of experience in the field of research work between universities and research organizations studying the issues of green economy and sustainable development;
- strengthening cooperation between universities of the Kyrgyz Republic with government bodies and persons responsible for the adoption and implementation of policies in the country to make high-quality, scientifically based decisions in the field of green economy and sustainable development.

Alliance members

(the list is constantly updated):

APAPKR, AUCA, KEU, Military Academy, KSUCTA, KNAU, KRSU, IUK, UCA, Law Academy, Ala-Too International University, Kuwait University, Osh State University.

CONTACT DETAILS

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azvur.kg@gmail.com

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American University of Central Asia, 7/6 Aaly

Tokombayev St., office 215

Bishkek, Kyrgyzstan 720060

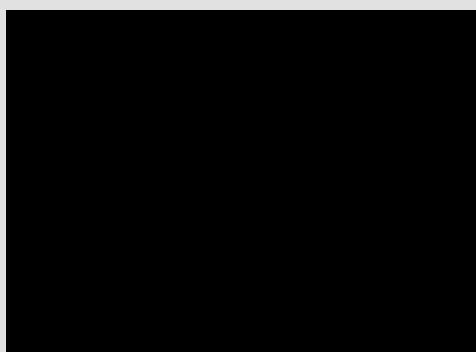
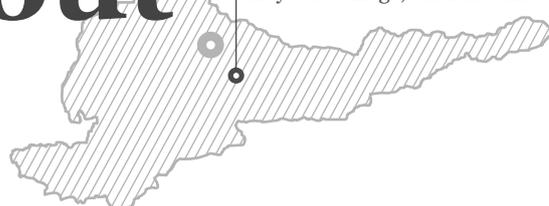
About the PAGE Initiative

Partnership for Action on Green Economy | PAGE (un-page.org); @UNITARHQ | has contributed to the transition to an inclusive green economy in twenty partner countries, including Kyrgyzstan since 2013. Bringing together the efforts of five UN agencies – UN Environment Programme (UNEP), the International Labor Organization (ILO), the United Nations Development Program (UNDP), the United Nations Industrial Development Organization (UNIDO) and the United Nations Institute for Training and Research (UNITAR), the PAGE initiative provides comprehensive support for poverty eradication, increasing jobs and social justice, enhancing livelihoods, **rational use of natural resources and sustainable growth**, and ensuring coherence and avoiding duplication of efforts to accelerate progress towards **inclusive, green and sustainable development everywhere**.

PROJECT #1

School without Garbage

Mayevskaya Secondary School
Mayevka Village, Chui Province



Eco Life team – 5–6 students of grades 9–11, as well as 15–20 volunteer students from different grades

Head – Altynai Asanova, teacher of Russian Language and Literature

Timeframe of the project implementation – 31.10.2020 – 01.06.2021

What problem does it solve: leaving trash by pupils and visitors on the school grounds; organization of separate collection, sorting, and recycling of waste at the school and in Mayevka Village

In November 2020,

high school students, with the support of teachers and the school administration, developed and prepared a project to organize separate collection and sorting of garbage on the territory of the only school in the village with further delivery of waste for recycling.



The **Eco Life** team has set two main objectives for the project (and for themselves):

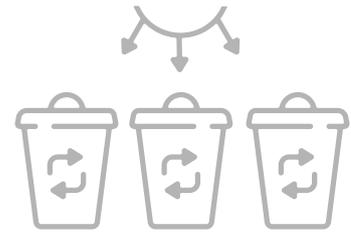
purchase waste bins for 3 types of waste suitable for recycling, and organize the process of separate waste collection;



conduct awareness raising and educational work with students, teachers, and parents at the same time to change their behavior and attitudes towards waste and the environment and increase their eco-awareness.

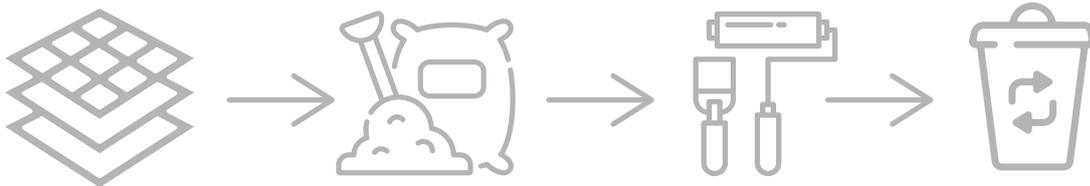
Having won a grant within the framework of the UNITAR and AVZUR #genegy generation, they started the project implementation.

After analyzing what kind of waste is mostly collected in the school, the project team decided to purchase 3 waste bins for separate collection of plastic, glass, and organic waste.



Already by February 2021,

a separate waste collection point was equipped: a site was allocated in the schoolyard which was cemented, trash cans were purchased, painted in different colors and installed.



The team did a great job for environmental education and creating a new, more environmentally friendly lifestyle among students and their parents, even despite the quarantine due to coronavirus infection.

1

An eco-center **Green Club** was organized at the school

2

The Green Squad movement was created which included 50 activists (students and teachers)

3

Several campaigns **Green Clean-ups** were held

"Best Essay"

"Best Poster"

"Best Wall Newspaper"



The team organized the "Best Essay", "Best Poster", "Best Wall Newspaper" contests (72 essays, 12 posters and 8 wall newspapers were submitted within the framework of the contests). The winners were selected by the jury. The authors of the best works were awarded at the training conducted by the **Eco Life team**, who told the students about the project, ecology and the work performed.



Due to the pandemic, only the 1st grade students had classes at the school (the remaining students had online classes). Therefore, it was possible to test the **mini-project Green Class** only in the classrooms where the 1st grade students studied and the team, together with primary school teachers, organized corners with live plants and brochures about ecology. Special boxes for collecting organic waste were also installed in these classrooms.

Since mid-April

The **Eco Life team** together with the schoolteachers have been conducting school clean-up days every Saturday, cleaning the area from garbage, and greening the area. A playground was opened on the territory of the school and benches were installed by joint efforts.



Plans for the future

When the school starts working as usual, it is planned to:

- build a canopy for garbage bins and cover the site with concrete for the remaining amount of the grant;
- implement at full scale such mini-projects as "Green Class", "Green Floor" and "Park-averter" on the territory of the school making flower beds of wildflowers;
- organize the work of the "Green Squad";
- launch all projects of the Green Club, such as "Green Souvenirs" (eco-souvenirs created by the hands of young people); "Green Lecturer" (online and offline trainings, meetings, master classes of eco-activists/experts/scientists/ecologists with youth); "Eco-style";
- implement a mini-project "School-garden" for landscaping the school grounds and internal premises of the school through a competition of projects for landscape design and bringing the winning project to life;
- provide boxes for collecting wastepaper/paper in order to systematize the process of collecting wastepaper, involving students and their families in the process, as well as to centralize paper transfer for recycling.

Moreover, the team intends to actively involve ayil okmotu and residents of Mayevka in all mini-projects, spreading the experience to the territory of the entire village. In the future, through a tender, the team plans to purchase and install waste bins for separate waste collection throughout the village.

OUTCOMES:

A separate collection point for 3 types of waste to be recycled is organized in the school yard; trash cans are purchased and installed.



Activists, together with the school administration, have established cooperation with ayil okmotu and parents of school students.

Project sustainability

Throughout the months of the project implementation, both local authorities and parents supported the project with funds, information, and organization. Some of the work on the site preparation and waste bins installation was carried out by local residents at their own expense (contribution of the local community, ayil okmotu and schools to the project in the amount of 20% of the total amount).



@eco_life_maevka

894 followers

73%

coverage of publications



11

publications

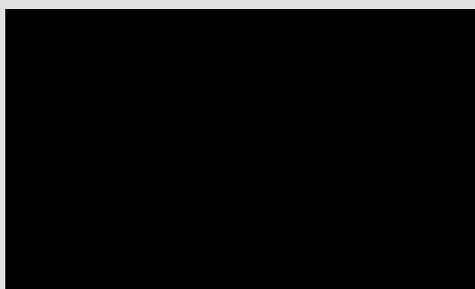


3 IGTV

videos

Green Fashion

PROJECT #2



Team – Aijan Tashtanova, Bermet Berdibekova, Kanykei Orozalieva

Head – Aijan Tashtanova

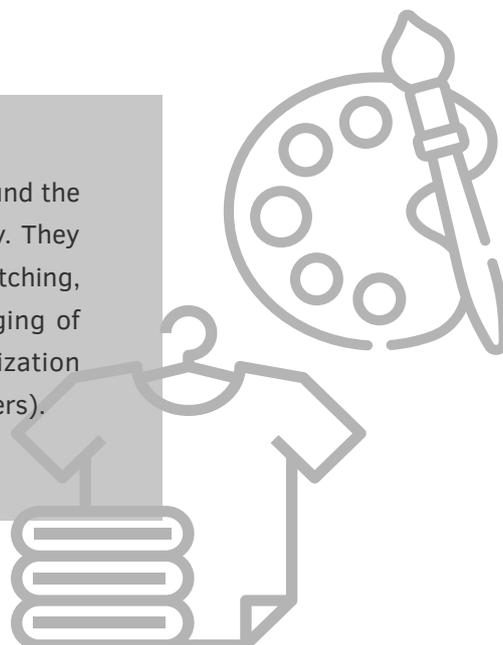
Timeframe of the project implementation –
31.10.2020 – 01.06.2021

What problem does it solve: promoting sustainable consumption through creative upcycling of already used clothes (reducing waste, saving resources)

From January to May 2021

Three three-year and four-year students from two universities of Kyrgyzstan ("Ataturk Ala-Too" IU and KSTU named after Razzakov) for 5 months literally created from scratch a project for customizing second-hand clothes which became popular among young people and started making the first profit!

The girls Aijan and Bermet, the authors of the project idea, found the artist-designer Kanykei also a student from another university. They bought materials for work: brushes, fabric paints, bleaches, stitching, embroidery hoops, developed a logo and design for packaging of clothes. Then they started the creative process of customization (design changes of mass products for individual customer orders).



The money earned was spent for the project development: for the purchase of new clothes and materials, for products packaging and delivery system, for expansion of assortment and for social networks.



In March 2021

The girls decided to update the assortment – they added new ways of customization and began making shoppers with individual patterns. They also changed the visual of social networks and conducted two photo sessions of their products with models demonstrating them. At the same time, the team did not forget that the project was environmental and social, and they regularly told their subscribers, their peers, about the green economy, green fashion, why they were engaged in this project, and why it was important for our future.



By April 2021

The team had already made 12 shoppers and held a paid master class on painting them "Create your own shopper".



In May 2021

Another art event (master class) was held with the participation of an eco-activist, thus bringing the influencers to the project.



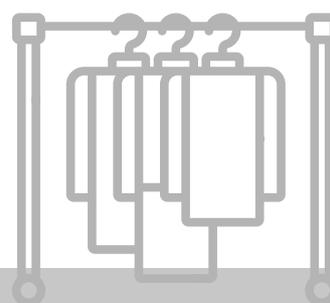
In early July

the team took part in the Summer Fair of hand-made products.



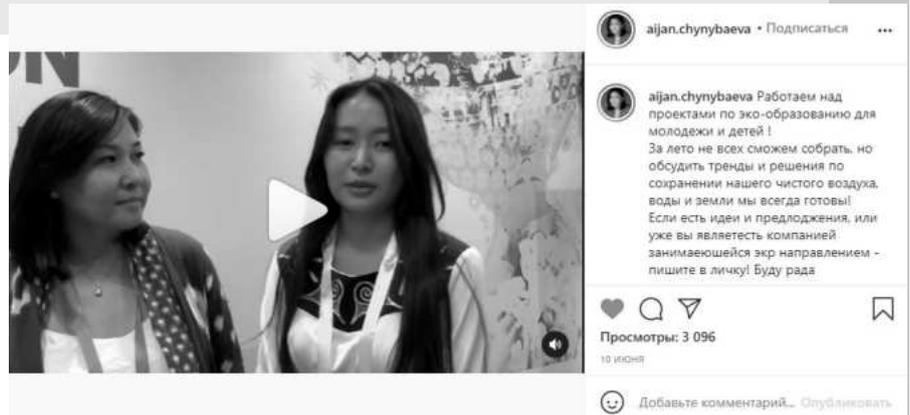
OUTCOMES:

During the project implementation period, the Green Fashion team **purchased and customized** about 40 second-hand items, 20 of which were sold along with the orders.



The project has become recognizable, and the team was invited to two events in April – May where they presented Green Fashion – **the Youth Climate Dialogues Forum and the National Competition Enactus EXPO 2021.**

The team was interviewed by **Aijan Chynybaeva**, a popular businesswoman, philanthropist, and eco-activist in Kyrgyzstan, and then posted a video on her personal Instagram page to tell the audience about the Green Fashion project and help the girls to promote it (**@aijan.chynybaeva**, whose number of followers is **74 thousand people**)



This video has received over

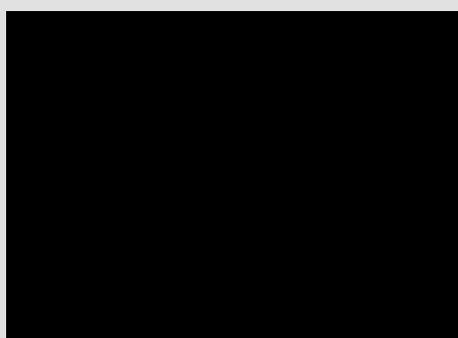
 **3,000**
 **346**

	<p>@greenfashion.kg</p>		<p>green.fashion.kg</p>
<p>coverage –</p> <p>27,560</p> <p>people</p>		<p></p> <p>up to</p> <p>2,000</p> <p>views</p>	<p></p> <p>12</p> <p>videos</p>
<p>396 followers</p>		<p>90 followers</p>	

PROJECT #3

NG&UP

(New Generation - UP)



Team – Firdaus Alymkulov and Kanykey Mukambetova

Head – Firdaus Alymkulov

Timeframe of the project implementation –
01.12.2020 – 31.05.2021

What problem does it solve: drawing attention to the green economy of Kyrgyzstan through the creation of a website in 3 languages (Kyrgyz, Russian, English); creation of a database of bio-farmers in Kyrgyzstan; uniting bio-farmers on one online platform.



For the period of six months two students from the International University "Ataturk Ala-Too" created from scratch a **website** focused on green business of Kyrgyzstan with an emphasis on producers of organic agricultural products (bio-farmers).

Initially, the team with the self-explanatory name **NG&UP (New Generation – UP)** consisted of 5–6 students from different universities of Kyrgyzstan. The youth set an ambitious goal for themselves – to create a website that would contain information about all agricultural producers in Kyrgyzstan in 3 languages (and English, Kyrgyz and Russian) in order to attract the attention of domestic and foreign investors to the agriculture of the Kyrgyz Republic as a promising sector of the green economy. It was planned to create video interviews with agricultural producers/businessmen promoting organic products, and audio podcasts.



As is often the case, the ideological disagreements within the team led to its breakup. There are only two people left in the team. Despite the lack of time and manpower, the students were able to find web developers and **in 3 months created a website**, as well as a **Telegram bot** to collect comments and suggestions.

In the course of work, the concept changed a little: the team decided to collect a database of bio-farmers – producers of organic agricultural products. This is how the sections "Livestock Breeding", "Plant Growing", "News" appeared on the website.

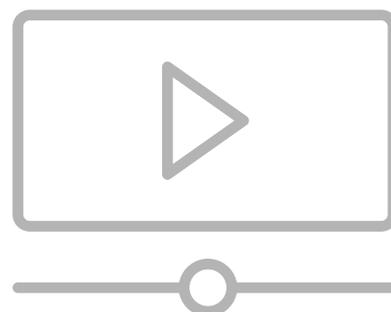
"Livestock Breeding"

"Plant Growing"

"News"

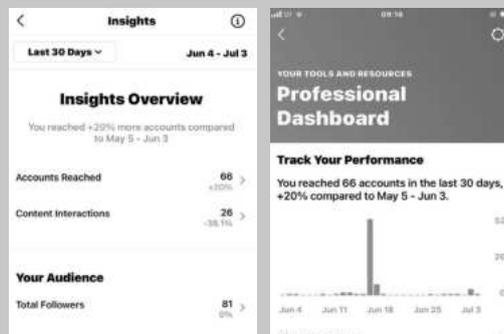
In February 2021

The team purchased the necessary equipment for video filming



In March – April 2021

Conducted two interviews – with the owners of the eco-farm and the eco-store in Bishkek (**ECOFERMA_MARKET_KG – Jamil Imankulova**), as well as with the creators of the **TazarApp** mobile application for the collection, reception, and recycling of waste throughout Kyrgyzstan. *The video can be viewed on the YouTube channel and the project website.*



In May 2021

The team began creating a database of domestic organic agricultural producers. At the moment, the database contains about 200 contacts of bio-farmers from all over Kyrgyzstan. In the coming months, the team plans to start uploading the database to the website. For this, the guys have developed special business cards with brief information and contact details of eco-producers.



200
contacts of
bio-farmers



The collection of data was greatly facilitated by meeting Sanjar Sultankulov – the founder of the WhatsApp group **Bio-farmers of Kyrgyzstan** and the founder of the organic production development in Kyrgyzstan – the BIO KG movement.

OUTCOMES:

The website has been created and is functioning only in Russian so far.



The web site has all the prospects to become an online platform in the future – a platform for obtaining relevant and most complete information on organic agriculture with a database of bio-farmers, for information exchange, cooperation, and attracting investment.

The team plans to translate all the information into Kyrgyz and English for greater coverage, continue collecting data and increasing the database of bio-farmers in Kyrgyzstan for further cooperation, continue developing the website, and filling it with new useful information, new video interviews with eco-farmers and entrepreneurs, news, and events. In the long term the plan is to monetize the website. At the same time, they plan to launch podcasts dedicated to ecology.

Two meetings were conducted – with the Director of the Department of Organic Agriculture of the Ministry of Agriculture, Food Industry and Land Reclamation Janarkan Bakirova and a representative of the Korea International Cooperation Agency – with the aim of meeting each other, possible cooperation, and exchange of information.



greenngup.kg

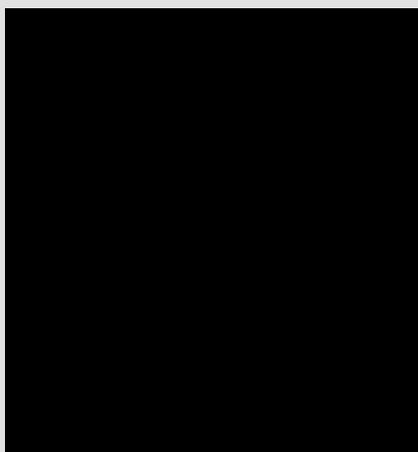


GREENNGUP KG

www.greenngup.org.kg

PROJECT #4

Grailed.kg



Team – students Alikhan Asanaliev and Janayim Dairova, design engineer Jyldyz Kasymov

Head – Alikhan Asanaliev

Timeframe of the project implementation –
01.01.2021 – 31.05.2021

What problem does it solve: promoting the principles of green economy among young people (from 16 to 30 years old) in a visual way by popularizing new perspectives on bicycles as a youth, environmentally friendly, energy-efficient transport that not only improves health, but also allows you to generate electricity while riding (!), helps to reduce greenhouse gas and smog emissions in cities.

The **Grailed.kg** team had, perhaps, one of the most difficult work from a technical point of view: with the help of an engineer assemble and install equipment on bicycles (motor, battery, diode, ammeter, voltmeter, and all kinds of fasteners), which will allow to generate electricity and charge telephones and other gadgets while bicycling. The team was formed by two first-year students from 2 universities of the capital – KRSU and "Ataturk Ala-Too" IU.



From January to March 2021

Taking advantage of the cold season, when it is difficult and even dangerous to ride bicycles, the team was engaged in preparatory work: looking for a design engineer who could help them assemble such equipment, as well as finding and purchasing the necessary spare parts.

This part of the work took a long time, as they could not find the necessary spare parts in the local market, and they had to order them from Kazakhstan and Russia and wait to receive them. In three months, two design engineers were changed. And only with the third one – Jyldyz Kasymov – it was possible to establish full-fledged cooperation. The team was looking for a similar enthusiast who believed in their idea of creating energy efficient bicycles like themselves. And finally found him in the person of **Jyldyzbek**. The guys used the grant money to purchase a **bicycle** to test the installation.



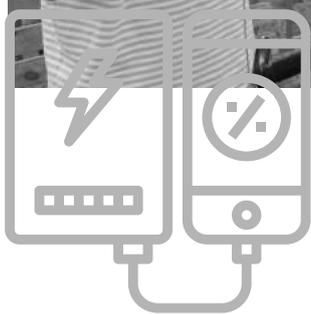
In April 2021

The team assembled their first machine, tested it, and found out that the electric generating set needed to be modified. It was decided to improve the concept and produce detachable units (not fixed to bicycles, as originally intended).

And two weeks later, by the 1st decade of May, the final installation was developed – the team eliminated technical problems that emerged during the test operation of the prototype installation achieving maximum efficiency and comfort during its use.

In May 2021

The team assembled 4 electric generating units: 2 units simply generate electricity to recharge the phone, and they added a power bank as part of the set for the other 2, which will allow accumulating the generated energy. All installations were tested on bicycles: 1 project/test bicycle and 3 bicycles of beneficiaries. Three volunteers volunteered to have the installations installed on their personal bicycles and test them for a while. All the participants of the experiment liked the installation, now young people are thinking of purchasing it.



3,000

The team calculated the cost of the installations and set the market price at **2,500 KGS (without the power bank) and 3,000 KGS (with the power bank)**. Since this cost of installations make the potential buyers think about it, the team at the same time conducted a small survey among young people aged 16–30 who consider a bicycle as one of the most convenient transportation methods in order to forecast whether their installation will be in demand, whether their target audience is ready to purchase the installation.

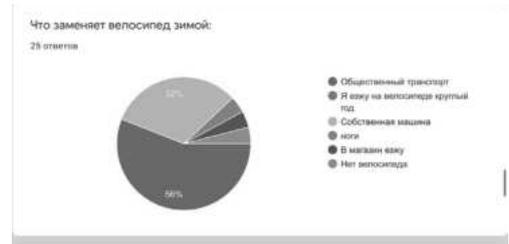
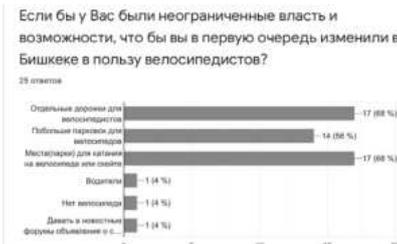
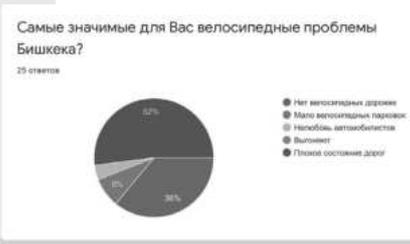
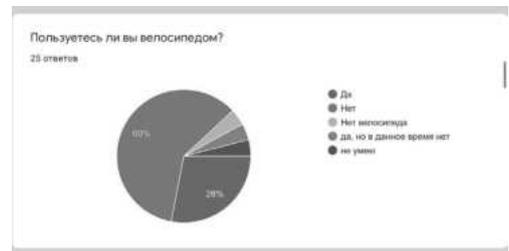
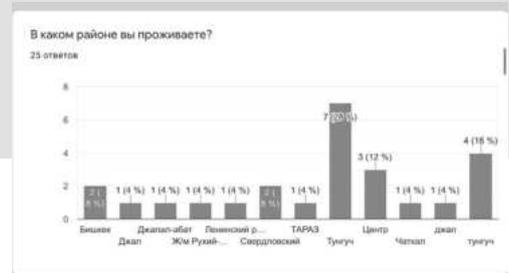
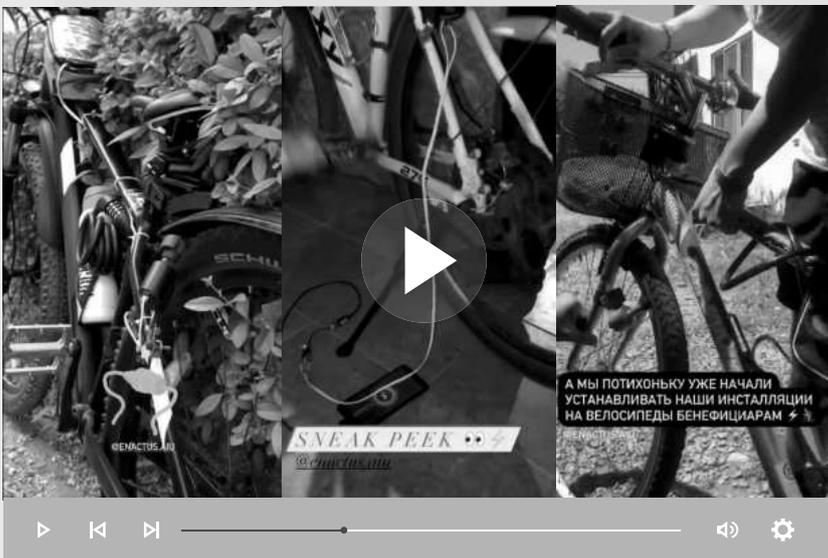




It turned out that, despite the interest in the installation, only a part of the respondents is ready to purchase it.

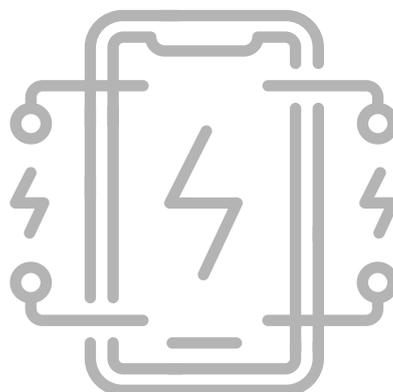
After brainstorming, the team came up with a promising idea: to offer their installations to companies that organize the delivery of goods by

couriers on bicycles. Students prepared a commercial proposal for cooperation and sent it to the GLOVO company, and also held a personal meeting with the managers of this company. The team has yet to receive a response from the organization. But they are optimistic and ready to offer their installations to similar delivery services.



OUTCOMES:

The **Grailed.kg** team developed and tested 4 removable electric generating units, improving them after the test; installation efficiency: **you can charge your smartphone in an hour and a half on a bicycle.**



The team was invited to take part in 2 major youth events in April-May, where they presented their project to a wide audience: they are the **Youth Climate Dialogues forum** (more than 100 participants) and **the National Competition Enactus EXPO 2021** (about 500 participants from 24 universities of the country)



@grailed.kg

The project was promoted through the Instagram page of the University Student Club

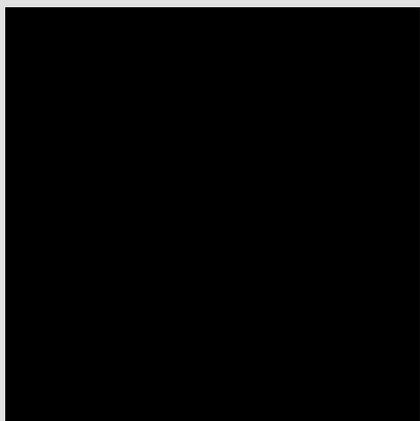
Posts about the Grailed project (4) received

400-600

views on this page, covering accounts from 800 to 1,183.

PROJECT #5

Green life



Team – Kamila Janybekova, Nuraly Kenjebekov

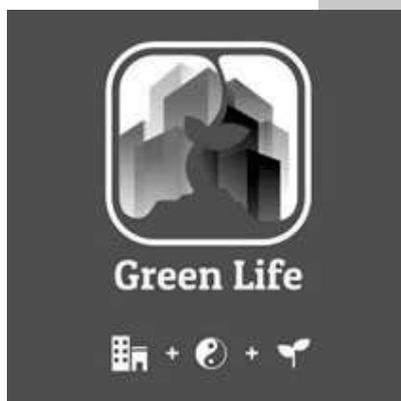
Head – Kamila Janybekova

Timeframe of the project implementation –
01.11.2020 – 20.08.2021

What problem does it solve: informing young people and training them through a 2D video game-simulation about a green economy and rational use of natural resources, including about how our usual small daily activities (and everyday choices) can affect climate change and the state of the environment, and what results can be achieved over time.



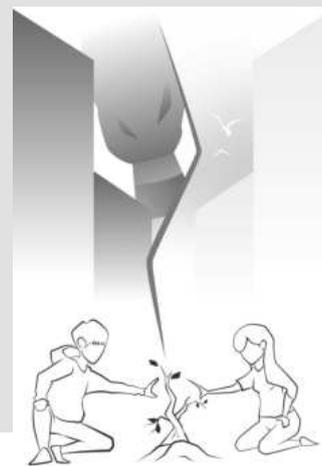
A student of Ataturk Ala-Too International University Kamila Janybekova proposed and implemented an ambitious project – creation of the first in Kyrgyzstan **video game simulation** for adolescents and youth on an environmental topic.



The main goal of the game is to think about the rational use of natural resources, how our daily actions and choices affect climate change and the environment, to find a compromise between productivity and sustainability.

And since we are already talking about young people, the easiest way is to provide basic knowledge on such a serious topic as green economy by engaging the audience in the game.

The web designer Nuraly Kenjebekov was involved in the creation of such a game together with Kamila. For Nuraly, this is the first experience of creating a video game, but he was inspired by the idea and being a designer took up the job with enthusiasm. Together with the web designer, a graphic designer started to work. Kamila independently came up with the idea and plot of the game, wrote the script – the text and dialogues of the characters.



From January to April 2021

The team developed the logic and plot of the game, background, locations, logo, main characters, menus, and interface. **May and June** were spent to work on the script and write a game based on it. The first version of the game was ready and launched on the Play Market. And... bad luck! For technical reasons, the game was not available – the team did not give up and spent another two months fixing the "glitches". As a result, it was decided to create a landing page and upload the beta version of the game there in the public domain.



The game is developed in the "Visual novel" format: recognizable nature, landscapes and sights of Bishkek and Kyrgyzstan (visual of the game (buttons, etc.) as locations, clothes of characters with national patterns and symbols, Kyrgyz names, etc.), characters, text.

The player chooses a character (a boy or a girl) and periodically selects actions for the main character, therefore, with each new game its own story begins.

So, for example, the main characters think about smog, about its causes and consequences, look for information, share it with others, and perform actions. The game also touches upon the topic of separate collection and processing of household waste, etc.

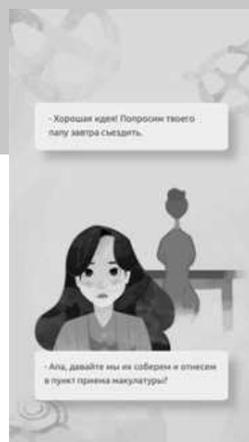




Different actions and choices of the player (and his/her character) will lead to good or bad consequences, and at the end of the game it will be clearly seen how the player's actions impacted the environment and climate.

And the use of the landscapes of Kyrgyzstan and recognizable sights of Bishkek as locations of the game will clearly demonstrate what our rash actions can lead to in the near future, and will have an effect on the players, make them think about their actions.

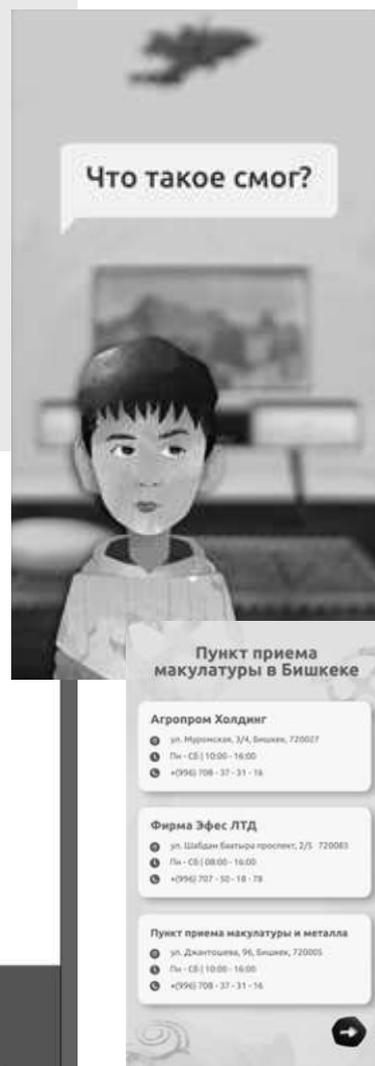
As examples we can name similar games – "Swallows: Spring in Bishkek" and "Romance Club".



OUTCOMES:

Beta-version of 2D video game-simulation Green Life is being finalized at the moment. It is planned to be uploaded this fall to the web site of project: **Green Life (greenlife-kg.netlify.app)**

By the end of the year, it is planned to present game for young people and test it with the help of ordinary users, to actively promote the game among the target audience – adolescents and youth. After receiving feedback, the team plans to finalize the game. Also, it is planned to attract investments/ grants for the further development of the game (several levels).



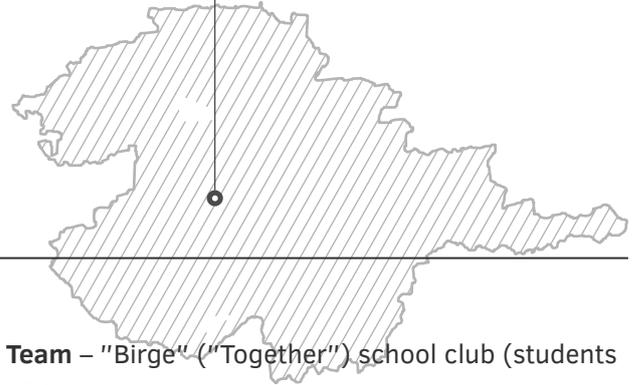
greenlife_game

greenlife-kg.netlify.app

Birge Eco-club

PROJECT #6

Ottuk Village, Naryn Province,
the Kyrgyz Republic



Team – "Birge" ("Together"), school club (students of Grade 11)

Head – Kazybek Asylbekov (school director, teacher)

Timeframe of the project implementation –
01.10.2020 – 31.05.2021

What problem does it solve: the project helped the school club **Birge**, together with the teachers and the school director, to continue the work that the club had already done: to write articles for the school website and posts in social networks about the environmental problems of the village and how they can be solved, about a green economy and sustainable responsible consumption – in understandable language for rural residents, organize various events in schools and villages on the topic "**STOP garbage**" (eco-campaigns, contests, clean-ups). The goal of these events and the club as a whole is to build an ecologically clean Ottuk village without waste, where all residents sort and recycle waste. Then to extend this experience to the district, to the entire Naryn province and further to the whole country.

More than **100** people

Birge Eco-club has existed in the secondary school-gymnasium named after Tugol uulu Usupbek in Ottuk Village, Naryn Province of Kyrgyzstan for several years. Cooperating with another school club **Beren**, active members of the club under the guidance of teachers involve more than 100 people in their activities – students starting from elementary school, and their parents, teachers, villagers.



The school has its own **website**, pages on social networks (**Facebook** and **Instagram**), its own **YouTube** channel, where **Birge club** posts its news, announcements of events and achievements. All information is presented in the Kyrgyz language, which contributes to its active dissemination in the regions (there is little information of the environmental content in the Kyrgyz language, mainly in English and Russian).



Schoolchildren – members of **Birge club** – conduct various contests, eco-marathons, environmental classes on the rational use of energy, water, paper, care for nature, sustainable development, etc. environmental campaigns on planting trees, clean-up days among schoolchildren and villagers, actively promote separate waste collection (plastic, glass, and paper) in the village and its recycling, reuse of household items.



In April – May 2021

teams of schoolchildren from 2 school clubs **Birge** and **Beren** held a competition for residents of the villages of Ottuk and Kazan-Kuigan **"A new step towards development and cleanliness"**. The villagers collected garbage, sorting glass, paper, and plastic into 3 waste bins, and brought it to local collection and recycling points. In return, the villagers received useful household items (soap, buckets, toilet paper, etc.). At the same time, the guys launched a competition in the villages for the best video on environmental issues and proper waste disposal and even want to give the award to one of the teams that recycles waste and produces products from it.



In April 2021

During clean-up days, 380 poplars, 15 spruces and 15 birches were planted around the school and in the village.



During the **#Greenegy** project, which was implemented jointly with AVZUR with the financial support of PAGE/UNITAR, **Birge club** members (13 students are member of the club) created themselves several environmental videos (including animated ones) on the green economy and on the topic of recycling waste and disseminated them to several local WhatsApp groups which include all residents of Ottuk and even neighboring villages.

The club conducted several motivational trainings and helped their participants – rural youth, students, and schoolteachers from neighboring villages – to plan various environmental projects in their villages (plant trees, install trash cans, etc.). Schoolchildren from **Birge** presented the club and talked about their work in their native village, about their achievements, about how to contribute to the development of the school and society as a whole.



It is important to emphasize the Naryn District Education Department whose staff saw the club's inspiring successes (including within the framework of the PAGE/UNITAR project) approached the guys from the **Birge club** with a request to conduct trainings in neighboring villages and invited them to share their experience with young people and teachers from other schools. The club's initiatives were also supported by local authorities (heads of aiyl rural districts and the Naryn regional state administration). As a result of a series of trainings, the club received a letter of gratitude from the Naryn regional state administration.



As a result, seeing the activity among schoolchildren, they conducted a regional competition for the best youth social project and its implementation. And "Beren" club from the same school of Ottuk Village took **the first place in it and received 20,000 KGS** as the award having won the teams of schoolchildren from 30 schools!

The children raised the topic of cooperation of the entire population of the district in the field of ecology, as well as the topic of recycling in the epic "Manas" in order to form a culture of garbage removal in the village.

20,000 KGS for the first place

Also in April 2021

the school conducted a seminar for schoolchildren on the topic "**Sustainable Development through the Eyes of Children**" at the republican level – it was attended by schools not only from Naryn, but also from Talas, Chui provinces and Bishkek.

OUTCOMES:

The team purchased equipment for more professional work of the club for the issued grant: a **modern camera** with the function of recording video (for photo reports and creating video clips), as well as a printer.



They prepared **23 posts** in Kyrgyz in social networks and articles on the website on the topic of ecology, green economy, and sorting/recycling waste in the countryside, **more than 5 videos** on the topic of green economy, rational use of natural resources, waste recycling, and about the events of Birge club.



In Ottuk village and the neighboring Kazan-Kuigan Village, some rural residents began to practice **sorting waste** (plastic, paper, glass) at home and **taking it for recycling** to local collection and recycling points.



Schoolchildren of **Birge club** conducted several motivational **trainings/seminars** of regional and even republican scale – with the participation of schoolchildren and teachers from Naryn, Talas, Chui provinces and Bishkek, where they shared their experience and showed by their own example how young people can change for the better the life of the school, their village or city, district, province, and the whole country.



@usupbekstan_media_boboru

373 followers

www.ottuk-mektebi.on.kg



@Усупбекстан
Медиа Борбору



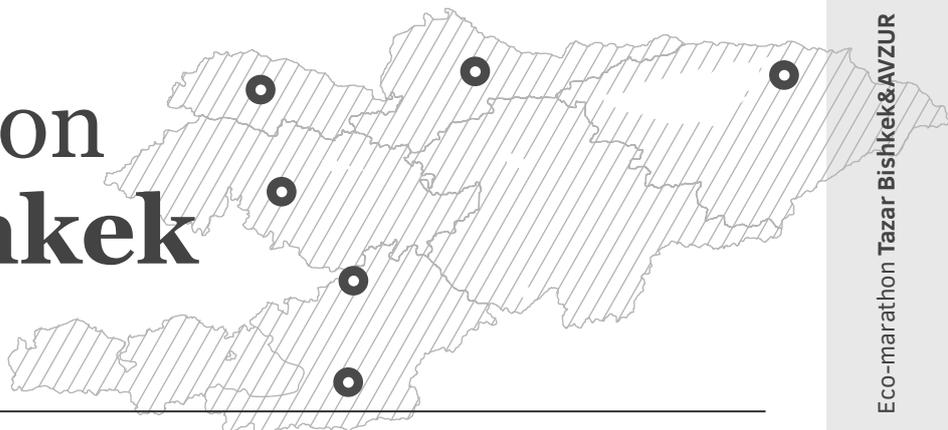
Усупбекстан
медиа борбору
Нарын району

3,034

followers

328 followers

PROJECT #7

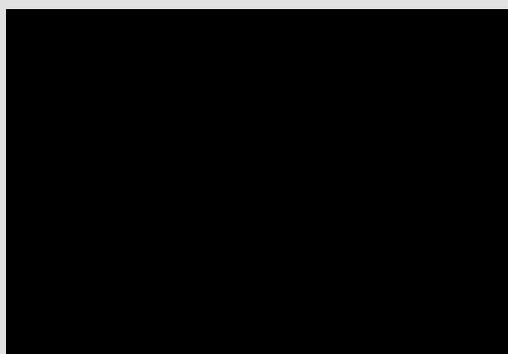
Eco-marathon
Tazar Bishkek
& AVZUR

Coordinator – Nurjan Chunueva

Project implementation timeline –

January - March 2021

What problem does it solve: the information campaign among adolescents and youth (schoolchildren and students) on the collection/ sorting of household waste/recycling through a joint marathon-competition with prizes (coupons for the purchase of eco-goods from local manufacturers).



The youth **Tazar Bishkek project** (a mobile application for collecting and sorting garbage in Kyrgyzstan), with the support of **AVZUR** under the UNITAR project launched the eco-marathon among schoolchildren and students on social networks (**Facebook** and **Instagram**) from January to March 2021.

The purpose of the marathon was making posts by social network users about sorting and recycling waste, about the cyclical economy, about eco-practices of nomads, about their own experience of sorting/recycling waste, etc.

It is interesting that not only young people joined the marathon, but also adults – whole families with children, those who graduated from the university and already working people (both environmentalists and non-environmentalists by education) who care about what happens in their city or village.

Ваш личный кабинет

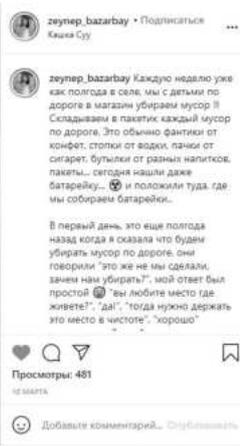
Обменяйте свои баллы на товар/услугу



People showed how they clean up garbage on the road while walking with children

"After a week of cleaning, my children aged 3 and 4 years old said that they would pick up garbage on the way to the store even if I didn't buy them anything as a reward"

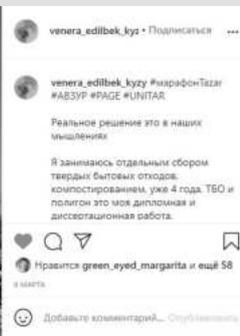
zeynep_bazarbay



Touched upon the topics of landfills and especially the Bishkek landfill

"I have been collecting waste separately for 4 years. Recycling won't reduce our ecological footprint. To actually reduce waste, we need to change our thinking and consumption"

**meeriming__ ; biota_eco_club ;
venera_edilbek_kyzy**



Shared their experience of sorting waste

"There is always less garbage in the village than in the city. Due to economical habits, the villagers do not throw away plastic bottles – they use them in everyday life. We fertilize the soil not with chemical fertilizers, but with manure, and give food leftovers, vegetable skins, etc., as feed to pets, livestock, etc."

darya_isk ; readme.kids



"For a year now, I have been collecting separately the peels of fruits and vegetables, shells from eggs and use them as fertilizer, and also use fabric bags instead of plastic bags and give plastic bottles for recycling"

Elnura Tabakalova



It was nice that the marathon participants did not limit themselves to one post – they published several posts each on various environmental topics.



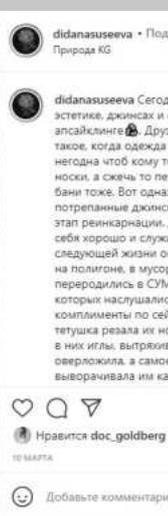
The marathon also showed that some of the Kyrgyz people, especially the residents of Bishkek, are already internally ready to sort and send for recycling the garbage that can be recycled in Kyrgyzstan: plastic bottles, paper, batteries, etc. And many people already understand that they cannot throw out cardboard/paper or plastic in a container with general waste. However, the country is not yet

ready to sort and recycle all waste infrastructurally (bins to collect plastic or some other types of waste are installed only in some areas in settlements) and technically (only some types of waste are recycled in the Kyrgyz Republic). **Example:** video from user *ikigai_agai* and the post from *jibek.kubanychbek* ("... when I buy something made of plastic, my conscience torments me terribly").

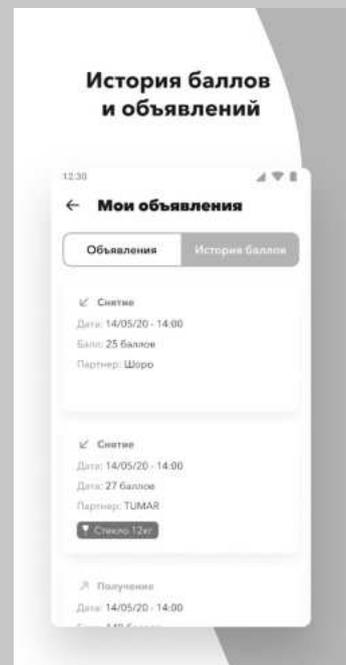
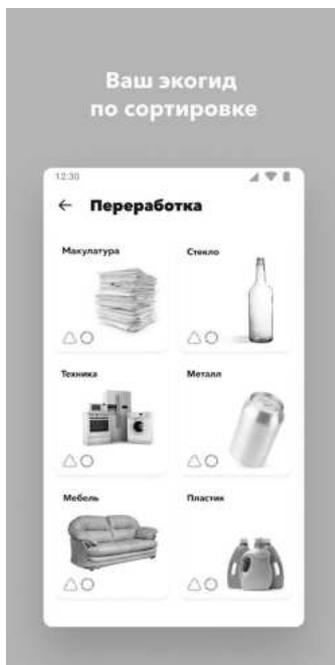
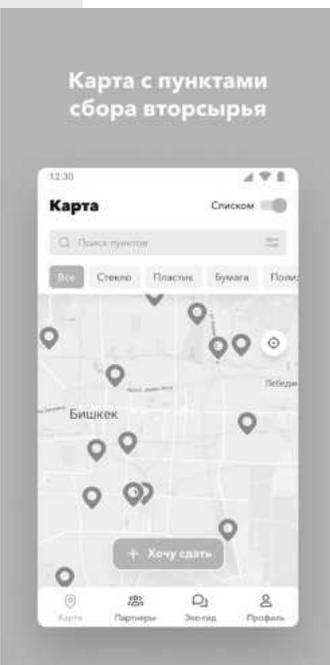


Examples of upcycling, or creative recycling of old stuff from the participants of the eco-marathon. Such ideas are not new: Kyrgyz craftsmen traditionally did needlework using the patchwork technique – kurak, and craftsmen made beautiful and useful crafts for the house from wood, old furniture, equipment, etc.

nurguljamshibekova; rajinaddanijar; didanasuseeva

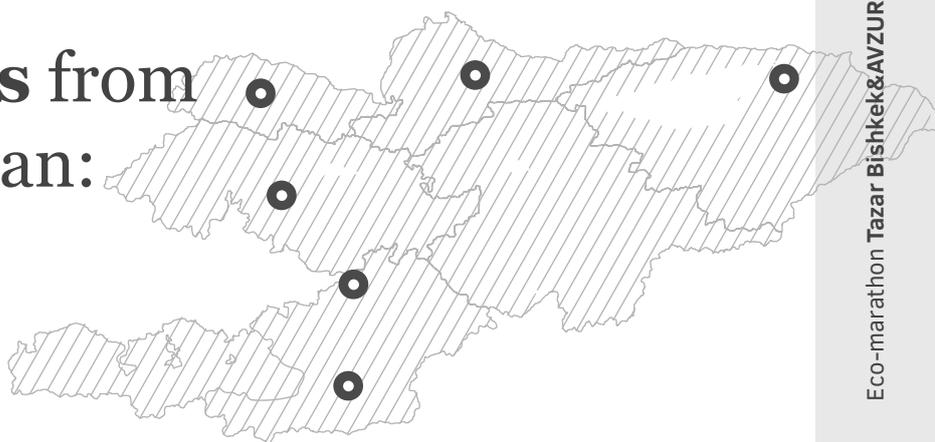


The fact that such eco-marathons in social networks were important and received a great response from users was demonstrated by the participation of various local student eco-clubs in it (**biota_eco_club**), public writing on the topics of ecology and child development (**ecooi_**; **readme.kids**), eco-bloggers and eco-activists (**ismailkaryov**; **meeriming_**) and even professional environmental services engaged in cleaning the waters of Lake Issyk-Kul – one of the most attractive holiday destinations for tourists (**plast.ik.ecologia**).



Competition statistics

33 participants from all over Kyrgyzstan:



Bishkek
23 | **10**
from regions



61

posts
9 – in Kyrgyz language
52 – in Russian language

More than



stories



10 winners

5 certificates for 1,000 KGS
5 certificates for 500 KGS

Audience coverage – over

4,500
people



5 partners

- Sierra Coffee House;
- Ecomade Store;
- OSOP Store.
- Baan-Baan Thai Cafe;
- Tumar Store;



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over **6,390** followers

over **1,400** followers



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Bishkek, 2020–2021

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