

Community & Social Impact Report

Educating Future Leaders Through
Purpose, Equity, and Action



Our Purpose

At Haileybury Astana, community engagement and social responsibility are not supplementary programmes - they are foundational to the very manner in which we educate young people. Our mission reaches beyond academic excellence into the deliberate cultivation of character, empathy, leadership, and global awareness; qualities that define not merely successful individuals, but thoughtful and conscientious citizens.

We believe, without equivocation, that an outstanding school is measured not solely by examination results, but by the enduring positive impact it generates within its community and across the wider world. Through sustainability initiatives, ethical awareness, ambitious partnerships, authentic student leadership, and holistic wellbeing programmes, our students learn to become purposeful contributors to society and confident architects of their own futures.

This report is presented to our shareholders as a transparent account of the ways in which Haileybury Astana creates genuine social value - value that extends far beyond the school gate and into the communities, institutions, and lives we are privileged to touch. The evidence contained here reflects not only what we do, but what we believe education, at its finest, can achieve.

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Community & Social Impact at a Glance

Our whole-school impact strategy is guided by six interconnected areas:

01

The BEACON Initiative

Regional Outreach
& Educational Equity

02

Student Leadership & Impact

03

Environmental Stewardship & Sustainability Learning

04

Ethical Awareness & Global Citizenship

05

Community Service & Social Contribution

06

Well-Being, Safety & Personal Development

These pillars are reinforced through curriculum integration, student leadership opportunities, family partnerships, and service-learning projects that nurture both academic and personal growth.



The BEACON Initiative



Raising Standards for All

The BEACON Initiative is Haileybury Astana’s flagship regional outreach strategy and a premier educational equity program in Central Asia. Launched to address local disparities, it extends the school’s expertise through free conferences, competitions, podcasts, scholarships, and institutional partnerships to the communities that need it most.

Rooted in a non-profit ethos, BEACON ensures that high-quality knowledge and opportunity are shared generously rather than restricted to international school students. It is a sustained, evolving strategy that builds lasting ecosystems of learning and collaboration, creating a growing multiplier effect for educators and classrooms across the region.

International Recognition

In 2025, the BEACON Initiative was shortlisted for the prestigious TES International School Awards in the Community Initiative category. Adjudicated by an independent panel of senior educational leaders, this shortlisting places Haileybury Astana among an elite global group recognized for the scale, sustainability, and measurable impact of their educational outreach. Standing out alongside well-resourced, long-established international programs provides powerful external validation of the initiative’s ambition and rigour.

For Haileybury Astana, this recognition celebrates past progress while reinforcing a commitment to future growth. It signals to partners, shareholders, and the community that the social value created by BEACON is of internationally recognized quality. Ultimately, the accolade confirms that the school’s aspiration to serve as a genuine force for educational equity across the region is being successfully fulfilled.

Measurable BEACON Impact

BEACON is not a one-off project; it is a sustained strategy that builds ecosystems of learning and collaboration, creating a multiplier effect that benefits schools, educators, students, and communities alike.



Professional Development Conferences

- Teachers and leaders from 50+ schools across Central Asia and the MENA region.
- 94.8% satisfaction rate from participants.
- 100% of attendees requested future events.
- Immediate classroom adoption of new teaching strategies reported.



Student Opportunities

- Host of the largest Robotics Olympiad in Kazakhstan.
- 900+ student participants from diverse socioeconomic backgrounds.
- National platform for innovation, engineering, and collaborative problem-solving.



Scholarships & Access

- Over 15 years, a £5M+ investment has provided 100+ scholarships, opening doors for talented local students.
- Support now starts at Year 9, nurturing gifted young people at an earlier, more formative stage.
- Each scholarship drives personal transformation, proving that talent is not limited by financial circumstance.



EdPod Educational Podcasts

- Topics include AI in Education, STEM, University Admissions, and Future Learning.
- Accessed by teachers, parents, and students across the region.
- Open-access knowledge sharing supporting educational



Regional Leadership & Influence

- Advisory roles in teacher-training institutions.
- Contributions to national curriculum development.
- Collaboration with universities, NGOs, and government bodies.



Student Learning & Leadership Impact

Community engagement at Haileybury Astana is intentionally linked to student development. Through these initiatives, pupils:

- Strengthen communication, collaboration, and critical-thinking skills.
- Enhance university and career readiness through portfolio-worthy experiences.
- Develop leadership through student-led projects and peer mentorship.
- Grow empathy, resilience, and social responsibility.
- Build intercultural understanding and ethical awareness.
- Connect classroom learning to real-world challenges.

Service is not viewed as charity alone — it is transformational education that shapes identity, purpose, and agency.





Environmental Stewardship & Sustainability Learning

Every Action Matters

At Haileybury Astana, sustainability is not an occasional campaign — it is a culture embedded into daily school life, student leadership, curriculum learning, and community partnerships. We believe that meaningful environmental change begins

with everyday habits and grows through collective action, education, and global collaboration. From simple recycling routines to international climate dialogue, our community is empowered to understand that every action matters.

Everyday Sustainability: School Recycling Initiatives

Environmental responsibility begins with small, consistent habits that are visible and accessible to all members of the school community. Across the campus, recycling is integrated into daily routines through vibrant recycling boxes designed by our Eco-School Warriors, encouraging paper reuse and waste reduction in classrooms and shared spaces.

At the school entrance, the iconic Metal Fish installation symbolises our commitment to ocean conservation. Students deposit plastic items into the structure, which are then delivered to recycling partners for responsible processing. This visual reminder reinforces the message that individual actions contribute to larger environmental outcomes.

Further supporting responsible waste management, a reverse vending machine encourages the recycling of plastic bottles and aluminium cans. Students and staff can choose to receive a small reward or donate the proceeds to environmental causes such as the Aral Sea initiative, transforming simple recycling actions into meaningful social and ecological contributions.

Together, these initiatives empower the community to take conscious steps toward a greener and more sustainable future.



Sustainability Through Learning & Creativity

Junior School Sustainability Exhibition

Environmental learning is seamlessly integrated into our core curriculum through a dynamic blend of research-based and creative projects. By moving beyond traditional textbook learning, students are encouraged to actively investigate ecological systems and human impacts. The annual Junior School Sustainability Exhibition serves as a cornerstone of this approach, celebrating student inquiry, imagination, and a deeply felt responsibility toward preserving the natural world for future generations.

Throughout the academic year, students explore critical themes such as biodiversity loss, urban sustainability, and the unique environmental challenges found within Kazakhstan's diverse landscapes and expanding cities. Their findings are brought to life through impressive eco-models, interactive multimedia displays, expressive artwork, and themed performances that artfully connect global environmental principles with their local context. This ensures that abstract global issues become tangible, relatable realities for the young learners.

Valuable collaborations with organisations like QazaqGeography enrich this learning by linking classroom knowledge with real-world expertise. Ultimately, this exhibition reinforces that sustainability is both a scientific and creative pursuit, empowering students to become proactive stewards of the environment.



Local Action, Global Climate Solidarity

Tree Planting & COP30 Alley

Environmental responsibility at Haileybury Astana extends beyond awareness into tangible action. The Tree Planting Event and COP30 Alley initiative represents a powerful connection between local environmental stewardship and international climate movements.

Organised in collaboration with environmental foundations and supported by distinguished national and international guests, the initiative saw the planting of

30 trees to symbolise solidarity with the upcoming global climate conference. COP30 Alley now stands as a living green space on campus — a symbol of youth-led climate action, partnership, and long-term commitment to sustainability.

This initiative demonstrates that local environmental efforts can meaningfully contribute to global conversations and inspire collective responsibility.



Youth Climate Leadership & Global Collaboration

Students are encouraged not only to act locally but also to engage with global environmental leadership.

Through climate leadership sessions with international representatives and participation in global Eco-Schools sharing forums, pupils gain insight into international sustainability dialogue and develop

confidence to contribute their voices to global solutions.

These experiences broaden perspectives, encourage intercultural collaboration, and position students as active participants in shaping environmental futures beyond their immediate community.



Community Participation & Environmental Action

Environmental stewardship is strengthened through collective community involvement.

Participation in international clean-up initiatives and citywide environmental events reinforces the importance of shared

responsibility and civic engagement.

These moments highlight the power of collaboration between students, families, staff, and external partners in achieving visible environmental improvement.

Local Action, Global Climate Solidarity

Eco-Schools Green Flag Achievement

Haileybury Astana is proud to have been awarded the Eco-Schools Green Flag, an internationally recognised symbol of excellence in environmental education and sustainable practice. This achievement reflects the dedication and leadership of students, staff, and the wider school community in embedding eco-conscious behaviour into school culture.

The Green Flag recognises student-led decision-making, innovation in sustainability projects, and the long-term commitment to environmental responsibility. It serves both as a celebration of progress and as motivation for continued growth and improvement in environmental education.





A Culture of Responsibility

Sustainability at Haileybury Astana is not defined by single events, however significant, but by a continuous and evolving culture of responsibility. Through daily habits, creative and research-led learning, authentic student leadership, ambitious partnerships, and international collaboration, our community nurtures environmentally conscious young citizens who understand - through experience rather than instruction - that small actions, when multiplied across a community and sustained over time, lead to meaningful and lasting change.

Ethical Awareness & Global Citizenship

We nurture, deliberately and consistently, a culture of respect, tolerance, and global responsibility. At Haileybury Astana, ethical awareness is not an assembly topic or a pastoral add-on - it is integrated into the academic curriculum, into student organisations, and into the partnerships we cultivate with organisations whose work addresses the most pressing issues facing humanity. We create space for dialogue, for genuine reflection, and for action.

Core Components

Human rights and equality assemblies

Student UNESCO Club initiatives

Cultural unity celebrations and intercultural exchanges

Collaboration with international humanitarian organisations

Student-led campaigns addressing inclusion and social justice

Through these experiences, our students strengthen their intercultural competence and develop the confidence, vocabulary, and moral clarity needed to engage thoughtfully with the complex global issues that will define their adult lives. They leave Haileybury Astana not merely aware of the world's challenges, but equipped and motivated to address them.

Community Service & Social Contribution

Community service at Haileybury Astana is underpinned by a clear and considered philosophy. We emphasise empathy, genuine collaboration, and meaningful, sustained contribution over the performative or transactional. Students are guided to understand community needs with real depth, to build sustainable partnerships based on mutual respect, and to invest their time and creativity in ways that make a lasting difference - rather than focusing solely on fundraising or one-off interventions.

Representative Initiatives

- Collaboration with adaptive sports and inclusion organisations for Haileybury Day
- Support for animal welfare
- Donation drives and volunteer service days through our Christmas Charity initiative
- Partnerships with local community groups such as:

SOS Children's Village

Elderly Care Home in Astana: "Senim Qamqor"

Children's Cancer Hospital at the Mother and Child Centre (UMC)

Orphanage Svetoch

Centre for Support of Children Requiring Specialist Social Services



These experiences cultivate compassion, civic responsibility, and practical leadership skills.



Well-Being, Safety & Personal Development

Student well-being and safeguarding are not peripheral concerns at Haileybury Astana - they are foundational to everything we do. We understand, with complete conviction, that a young person cannot flourish academically, socially, or morally unless they feel genuinely safe, supported, and known. Our entire community - from the leadership team to every member of teaching and support staff - shares the responsibility of creating an environment in which every pupil can thrive.

Key Programmes

- Mental Health Awareness Weeks and self-care campaigns
- Peer-to-peer listening and student mentorship through Peer Educators trained with UK

Mental Health Alliance

- Anti-bullying initiatives and awareness events.
- Creative well-being activities such as art therapy and expressive days.

These programmes build emotional intelligence, resilience, and supportive peer networks while reinforcing our commitment to safeguarding and inclusion.

Partnerships & Collaboration

The impact described in this report is never achieved in isolation. It is strengthened, deepened, and extended through a carefully cultivated network of partnerships that spans the local, regional, national, and international:

- Local and regional schools, with whom we share expertise, resources, and opportunity through BEACON and beyond.
- Universities and teacher-training institutions, including Nazarbayev University, ensuring that our influence reaches into the professional formation of Kazakhstan's next generation of educators.
- Government and municipal bodies, with whom we collaborate on curriculum development and the broader educational agenda of the nation.
- Non-profit and humanitarian organisations, through whom our students engage with the most pressing social challenges facing Central Asia.
- Industry and sustainability experts, whose real-world experience enriches the education we provide.
- International educational networks, positioning Haileybury Astana as a genuine contributor to global conversations about the future of education.



These collaborations are not passive affiliations. They are active, purposeful relationships that broaden student perspectives, provide authentic learning opportunities, and extend our impact far beyond the boundaries of our campus.

Impact Metrics & Evidence

We believe that accountability is inseparable from genuine social commitment. To ensure continuous improvement and to demonstrate the real value being created, we monitor both qualitative and quantitative indicators of impact:

- Student participation rates across all community engagement and service programmes.
- Hours dedicated to service and leadership through our IB CAS programme.
- Funds and resources mobilised for community causes through charitable initiatives.
- Environmental contributions - including trees planted and waste reduced through our ECO Club.
- Number of active partnerships established and sustained.
- Student reflections and testimonials, capturing the qualitative dimensions of transformation.
- Regional reach of BEACON initiatives, including participants, schools engaged,

These measures help us understand not only the breadth of what we do, but the depth of the transformation we achieve - in individual learners, in partner institutions, and in the communities we serve. They are the evidence base upon which we hold ourselves accountable and upon which we build our ambitions for the future.

By closely aligning our educational objectives with regional and global sustainable development goals, we ensure our social responsibility initiatives create a permanent





Safeguarding & Inclusion

Haileybury Astana is committed, without reservation, to protecting the dignity, safety, and well-being of every child in our care. Safeguarding is not a compliance exercise—it is a moral commitment that permeates every aspect of school life. Safeguarding principles are embedded across all of our community initiatives to ensure that engagement with the wider world is always ethical, inclusive, and responsible.

To translate this commitment into everyday practice, we adhere to rigorous international safeguarding standards and implement proactive child protection protocols. Our approach includes comprehensive Safer Recruitment processes for all faculty and staff, mandatory and continuous safeguarding training, and a clearly defined reporting infrastructure that ensures every concern is handled with the utmost urgency and confidentiality. We actively foster a ‘culture of vigilance’ where students are empowered to speak up, and where every adult understands their duty of care.

Accessibility, diversity, and equity are not aspirational values at Haileybury Astana—they are operational realities that inform every programme we design and every partnership we enter. We hold ourselves to the highest standards in this regard and welcome the scrutiny that comes with genuine accountability.

Operationalizing Our Commitment

A safe school environment is not built on policy alone; it requires continuous action, transparent reporting, and an unwavering commitment to international best practices. At Haileybury Astana, our safeguarding framework is integrated into the daily operations of our campus and our community outreach programs through four core pillars:

1. Safer Recruitment & Vetting

We implement strict, multi-tiered background checks for all incoming faculty, staff, and external contractors. By adhering to international safeguarding board standards, we ensure that every individual who interacts with our students shares our deep commitment to child protection and brings a verified, flawless professional history.

2. Continuous Professional Training

Safeguarding protocols evolve, and so do we. One hundred percent of our educational and administrative staff undergo mandatory, comprehensive child protection training annually. This ensures that our team is fully equipped to recognize early indicators of distress, manage disclosures with deep empathy and professionalism, and utilize our internal reporting systems instantly.

3. Student Empowerment & Voice

We believe that a truly safe culture is one where students feel heard. Through targeted workshops, assembly sessions, and the curriculum itself, we educate our students on their rights, personal boundaries, and digital safety. We provide accessible, confidential, and trusted reporting channels so every child feels secure and confident when speaking up.

4. Ethical Community Engagement

Because our CSR initiatives take our students beyond the campus boundaries—through BEACON, local school partnerships, and humanitarian work—our safeguarding principles travel with them. Every external project undergoes a strict risk assessment, ensuring that our interactions with the wider community are consistently ethical, inclusive, and mutually protective.



Looking Ahead

“Our vision is to cultivate future leaders who are not only academically capable, but socially conscious, compassionate, and prepared to shape a better world.”

The work described in this report represents what Haileybury Astana has achieved - and it is work of which the entire community can be genuinely proud. But it also represents a foundation upon which we are determined to build. As we look to the years ahead, our commitments are clear:

- Expand the BEACON Initiative across additional regions, reaching more educators, more students, and more communities who stand to benefit from the school’s expertise and resource.
- Introduce annual Well-Being and Safeguarding Conferences, sharing best practice across the Central Asian educational community.
- Strengthen student voice and leadership opportunities, ensuring that the young people in our care are not merely the beneficiaries of our impact work, but its authors.
- Increase sustainability integration across all curriculum areas, so that environmental consciousness becomes as natural and habitual as any other dimension of a Haileybury Astana education.
- Enhance safeguarding and mental health support structures, responding to the evolving needs of our students with rigour and compassion.
- Measure and communicate our impact with greater transparency and sophistication, providing shareholders, partners, and the wider community with the evidence they need to assess and trust our work.





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Haileybury Astana is committed to safeguarding in all aspects of education.

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