



Haileybury Astana



Corporate Social Responsibility

September 2023

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Corporate social responsibility (CSR) is a business initiative designed to meet specific goals related to ethics, sustainability, and social impact. When executed well, it can enhance how your business is viewed and approached, helping to share your company's broader mission with the world.

As an internationally renowned IB World school, Haileybury Astana understands the accountability it holds for the local community in Kazakhstan. One of the TOP priorities of the school is to encourage stakeholders and employees to contribute to the causes that they find meaningful.

The implementation of the Strategic Objectives this academic year has shaped the vision that Haileybury Astana adheres to. The future leaders of tomorrow will only be possible in an environment where they are challenged, safe, and inspired. Therefore, we pledge to help create a community that models integrity and seeks opportunities to serve with compassion and conviction.

Incorporation of those objectives has helped to identify four directions where Haileybury Astana works on activities and campaigns related to ethics, sustainability, and well-being.

Environmental Corporate Responsibility



Eco-School

Haileybury Astana is deeply committed to sustainability and environmental education, which has resulted in the initiation of numerous eco-projects throughout the school and its community. One notable achievement is the production of a film titled "[Plastic IS Fantastic](#)" by the Junior Eco Team and the marketing department.

This film emerged as the winner of the COBIS Eco Film Awards competition. The short film celebrates the children's dedication to creating a sustainable future and showcases innovative approaches to recycling and reusing materials.

Tree Planting Campaign

The year 2022 was marked by a multitude of activities aimed at promoting environmental consciousness and highlighting the significance of sustainability. One notable event was the [Christmas Charity Event](#) organized by the Haileybury Parents' Association, which successfully raised 1,214,650 tenge.

This initiative played a crucial role in planting hundreds of trees on the school premises, contributing to improved air quality, enhanced biodiversity, and the fight against global warming. For further information about this campaign, please visit this link:

<https://www.haileybury.kz/en/astana/news/tree-planting-campaign>

Earth Day and World Wetlands Day

The celebration of eco campaigns, such as [Earth Day](#) and [World Wetlands Day](#), throughout the school, serves as an educational platform for students, enlightening them about the pressing issue of climate change. These initiatives also play a vital role in increasing awareness among students about the significance of organizing and participating in activities of this nature.

By actively engaging in Earth Day and World Wetlands Day events, students gain a deeper understanding of environmental issues and are encouraged to become responsible stewards of our planet.

Environmental Corporate Responsibility

Air Pollution Assembly

Haileybury Astana maintains an open approach to collaboration with NGOs and actively seeks partnerships with companies that prioritize sustainable development. In line with this commitment, Darina Akhmetova, a representative from AirVision company, delivered a compelling speech on air pollution in Astana. This presentation provided an opportunity for Senior School pupils to deepen their understanding of the local pollution situation. Additionally, the students were invited to actively participate in a sustainable fair, further encouraging their engagement in sustainable practices.

Food Sustainability Talk with IB students

We were privileged to have esteemed guests at Haileybury Astana, including Her Excellency Kathy Leach, the UK Madam Ambassador; His Excellency Marco Alberti, Ambassador of Italy; Ms Sara Roversi, founder and Chairwoman of the Future Food Institute; and Her Excellency Manal al-Sayed Yahya al-Shinnaw, Ambassador of Egypt. In a special meeting, these distinguished individuals engaged in a discussion with our IB students on the crucial topic of [food sustainability and regenerative agriculture](#).

The conversation focused on aligning these practices with the 17 Sustainable Development Goals (SDGs) outlined in the 2030 UN Agenda on Sustainable Development. This enlightening dialogue aimed to broaden students' understanding of the importance of sustainable food systems and their impact on achieving global sustainability objectives.

The Clean-Up Day

Haileybury Astana Eco-School, in partnership with the Akimat city administration, arranged a [Litter Picking Day](#) at Astana's Presidential Park. The primary goal of this event was to foster environmental consciousness and cleanliness within the Haileybury community.

This initiative sought to educate our students about critical environmental issues, instilling a more favourable and enthusiastic attitude towards addressing these concerns. For two hours dedicated to litter collection, our students not only contributed to improving the environment but also gained new insights while enjoying themselves. As a token of appreciation, each participant in this event received a symbolic wooden medal, recognizing them as eco-warriors.

The Sustainability Exhibition

Additionally, the school organized a [Sustainability Exhibition](#) in collaboration with the Creative Arts Department and Junior School teachers. The exhibition, held on April 19th, featured an interactive showcase addressing issues such as global warming, inequality, and pollution. Senior School pupils delivered an immersive performance, while Junior School pupils created artwork and banners.

Recognizing the importance of sustainable transportation, IBS has initiated a pilot project for a school bus service with two routes catering to specific areas of the city. The success of this pilot programme is closely monitored to determine its potential for future expansion. The aim is to provide safe and reliable transportation options for pupils, intending to increase the number of bus routes in the future.

Environmental Corporate Responsibility

Haileybury Astana Secures Victory in FOBISIA SDG Art Competition

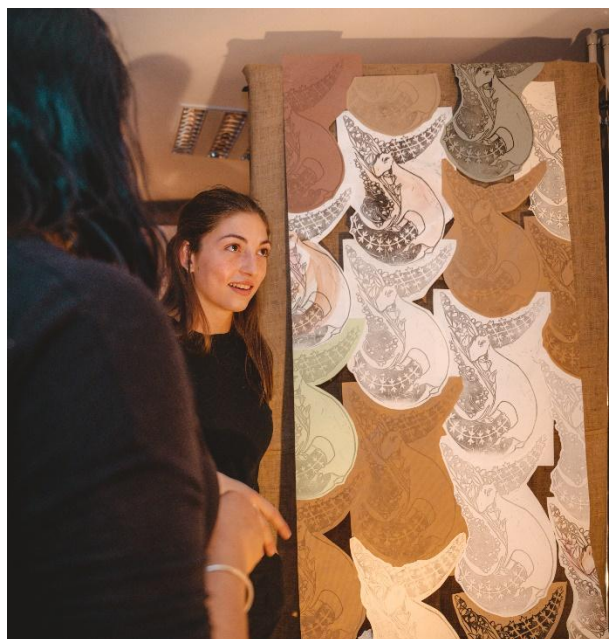
Year 7 pupil in Haileybury Astana has emerged as the Year 7 Winner in the prestigious 2023 [International Model-Making Art Competition](#) organized by FOBISIA (The Foundation of British International Schools in Asia).

Gloria's winning entry was an awe-inspiring model of a 'tree-top school' that showcased green technology and global sustainable development goals. The competition hosted in Malaysia, was a captivating blend of Art, Design, and Technology, attracting participation from schools all across Asia. The competition not only provided a platform for students to showcase their artistic skills but also encouraged them to explore and advocate for sustainable practices and eco-friendly initiatives.



"KNAMM" Art Exhibition

Naira, a graduate student from Haileybury Astana, played a pivotal role in organizing the ["KNAMM" Art Exhibition](#) held at the school last year. Her contributions to the exhibition included a captivating blend of wool knitting and paintings, all centred around the intricate and often challenging connection between humanity and nature.



Ethical/human rights social responsibility



UNESCO Club

In 2021, students of the International Baccalaureate Diploma Programme at Haileybury Astana initiated the establishment of a [UNESCO Club](#). Recognizing the challenges brought by the year 2020, the Sixth Form pupils felt the need to come together, seek hope, and explore what they could accomplish collectively.

The UNESCO Club provides an avenue for students to delve into their own cultures and share their knowledge with their peers. Within the framework of this project, students have the opportunity to engage in activities that promote environmental stewardship and offer assistance to those in need.

Participating in charity, creative, and educational events, students are able to enhance their communication skills, discover leadership qualities within themselves, and learn how to conscientiously contribute to society. The UNESCO Club serves as a platform where pupils can grow personally and make a positive impact on their school and the broader community.

Human Rights Assembly

As an international IB World School, it is imperative to foster a strong sense of community and promote tolerance and respect among students, as well as academic and administrative staff members. Throughout the academic year, Haileybury Astana conducts assemblies for Senior School pupils with a focus on raising awareness about human rights and addressing ethical topics.

Ending Violence Against Women campaign

Assemblies dedicated to important observances such as the International Day of Peace and Ending Violence Against Women are organized to highlight these critical issues. In support of the latter campaign, IB students took an active role by selling specially designed stickers to raise funds for female shelters. The campaign concluded with a powerful statement as students stood together in the form of the word "No," symbolizing the collective effort to end violence against women. This initiative not only raises awareness but also actively supports organizations working towards providing shelter and assistance to women in need.

Ethical/human rights social responsibility

Unity Day

In 2022, Haileybury Astana commemorated [Unity Day](#) by participating in the Unity Parade, a collective march where students from both the Junior School and Senior Schools walked side by side. During this momentous event, the entire school community proudly adorned themselves in national costumes and orange attire, symbolizing the colour of unity.

The celebration of [Unity Day](#) marked a significant milestone for Haileybury Astana as it was the first time the school organized a large-scale event dedicated to embracing and celebrating the cultural diversity within its community. As a meaningful follow-up to the parade, the orange strips of paper used during the celebration were repurposed for the 'Project Connect' chains. This project aimed to bring together the Haileybury Astana community and celebrate the unique differences that make each special.

By creating these chains, students and staff demonstrated their commitment to unity, fostering stronger connections within the school community.

Collaboration with UNICEF

Haileybury Astana maintains a continuous partnership with [UNICEF](#), and as part of this collaboration, the school annually commemorates the International Day of Children. This special day serves as a platform to highlight the significance of children's rights and the well-being of young individuals. Through various activities and events, [Haileybury Astana](#) emphasizes the importance of ensuring a nurturing and supportive environment for children, promoting their rights, and advocating for their overall welfare.



Philanthropic corporate responsibility



Developing strong connections with the local community in Astana has been a key strategic objective for Haileybury Astana. Over the past few years, the school has been fortunate to engage in fruitful collaborations with numerous organizations on various projects. These partnerships have allowed Haileybury Astana to actively contribute to the community and make a positive impact through shared initiatives. By working together with local organizations, the school has been able to foster a sense of unity, address community needs, and create meaningful opportunities for collaboration and growth.

Christmas Charity Bazaar

Haileybury Astana takes immense pride in actively participating in the [Christmas Charity Bazaar](#), an event that holds great significance for our local community.

The school enthusiastically joined the annual bazaar organized by the Ambassadors Spouses Association, which took place on December 4th at the Radisson Hotel. Our involvement in this event provided a wonderful opportunity for our community to come together and celebrate the diverse cultures present in Astana.

Through our participation, Haileybury Astana successfully raised over 400,000 tenge, a testament to the generosity and support of our community. These funds will be allocated towards one of our sustainable campaigns, further contributing to our ongoing efforts to promote sustainability and create a positive impact. By actively engaging in the Christmas Charity Bazaar, Haileybury Astana continues to demonstrate its commitment to social responsibility and making a difference in the lives of others.

Philanthropic corporate responsibility

Haileybury Day - Collaboration with the World of Equal Opportunities Fund

In 2022, Haileybury Astana renewed its collaboration with the [World of Equal Opportunities Fund](#), an organization dedicated to promoting and developing sports among children with special needs in Kazakhstan. Following a successful assembly led by Nurgul Ulzhekova, the fund's representative, Haileybury Astana invited its pupils to participate in adaptive sports games designed for individuals with special needs. As a result, the school announced the launch of the [Haileybury Day](#) Charity Event to raise funds for the organization. The Haileybury community embraced the opportunity to unite for this noble cause, bringing joy and delight to both parents and children involved. Through the collective efforts of the community, an [impressive amount of 2,500 GBP](#) (equivalent to approximately 1,300,000 tenge) was raised for the World of Equal Opportunities Fund. In addition to the fundraising event, Haileybury Astana also extends access to its facilities to young members of the organization. This allows them to partake in various sports events, including swimming tournaments and other activities. By providing these opportunities, Haileybury Astana aims to showcase the numerous benefits of participating in physical activities for children with special needs while fostering inclusivity and support within the school community.

Animal shelters

During the Non-Uniform Days, Haileybury Astana organizes a range of initiatives and activities for its pupils. In December 2022, the school launched the "[Haileybury Makes Wishes Come True](#)" campaign, in which both Junior and Senior School students actively participated. The campaign aimed to raise funds for local animal shelters, specifically the "Stop Otlov" and "Nika" shelters.

Through their collective efforts, the Haileybury community successfully raised enough funds to provide the animal shelters with new kennels. This contribution significantly enhances the shelters' facilities and improves the well-being and comfort of the animals residing there. The Haileybury Makes Wishes Come True campaign exemplifies the school's dedication to making a positive impact on the local community and highlights the compassion and empathy of its students. By supporting local animal shelters, Haileybury Astana promotes kindness and responsible treatment of animals, nurturing a sense of social responsibility among its pupils.



Philanthropic corporate responsibility



SOS village

Developing strong connections with the community in Astana has remained a strategic objective for Haileybury Astana. Over the past few years, the school has been fortunate to collaborate with various organizations on numerous projects, further strengthening its ties with the local community.

On the 1st of December, Haileybury Astana proudly announced the relaunch of its traditional Christmas Charity Campaign, titled "Haileybury Makes Wishes Come True". This year, the campaign focused on supporting the [SOS Children's Villages orphanage](#) in Astana.

We are thrilled to share that all the presents from the campaign were safely delivered to their intended recipients. The Haileybury community's unwavering support and generosity played a significant role in the success of the campaign. Witnessing the joy and happiness on the faces of the children is

truly invaluable, and we cannot express enough gratitude to the Haileybury community for making their wishes come true.

The "Haileybury Makes Wishes Come True" campaign exemplifies the school's commitment to social responsibility and fostering a caring and supportive community. By actively supporting the SOS Children's Villages orphanage, Haileybury Astana continues to make a meaningful difference in the lives of those in need, reinforcing the values of empathy and compassion among its students and staff.

Wellbeing corporate responsibility



Mental Health Awareness Weeks Campaigns

Self-Care Campaign

In October 2022, Haileybury Astana organized Mental Health Awareness Week, a dedicated initiative focused on emphasizing the importance of self-care. Self-care involves engaging in activities that contribute to overall well-being and promote both physical and mental health. Specifically regarding mental health, practising self-care can effectively manage stress, reduce the risk of illness, and increase energy levels.

To further support pupils' mental well-being, Haileybury Astana introduced the "Peer to Peer Listening" project during the previous academic year. This initiative provides a platform for pupils to seek support and advice from their peers. Senior School pupils are actively involved in running peer-to-peer sessions where younger students are encouraged to seek assistance and guidance from their older peers.

By implementing initiatives such as Mental Health Awareness Week and the Peer-to-Peer Listening project, Haileybury Astana demonstrates its commitment to promoting mental well-being among its students. These initiatives foster a supportive environment where pupils can seek help and learn from one another, ultimately contributing to a healthier and more resilient school community.

Wear It Green Campaign

The "[Wear It Green Campaign](#)" project at Haileybury Astana was a meaningful initiative that aimed to raise awareness about mental health and combat the stigma often associated with it. Both pupils and teachers were encouraged to participate in this Mental Health Awareness campaign by wearing a piece of green clothing, symbolizing the ongoing commitment to promoting mental well-being.

The project emphasized the importance of fostering a supportive environment where individuals are aware of the available support within the school community throughout the entire academic year. While participation in the campaign was voluntary, Haileybury Astana was delighted to see that many pupils and teachers actively took part, demonstrating their commitment to promoting positive mental health.

By engaging in the "Wear It Green Campaign," Haileybury Astana highlighted the significance of open discussions and acceptance when it comes to mental health — the project aimed to create an inclusive atmosphere where individuals feel comfortable seeking support and understanding. By actively participating in initiatives like this, Haileybury Astana continues to prioritize mental well-being and promote a culture of compassion and support within its community.

Wellbeing corporate responsibility



Anti-Bullying Week Campaign

In November 2022, [Anti-Bullying Week](#) took place on November 14-18. The theme of the week was Reach Out. The main aim was to show that we can #reachout to others to confront the hurt and harm caused by bullying behaviour.

The pupils were invited to wear blue to school to raise awareness of our commitment to stop bullying. Teachers interacted with the theme of the week in their lessons, while pupils were invited to participate in the Anti-Bullying Week Competition 2022 and create a piece of work to show what reaching out means to them.

This week is full of activities and events to support the Anti-Bullying campaign. Our school has no tolerance for bullying. We are committed to supporting our student's mental health and well-being so that they can achieve their full potential to be successful and enjoy their time at school.

As an essential part of the week, we held an [Odd Socks and Crazy Hair Parade](#) for the Whole School community.

The main message of this day was to show that we may be different, but everyone is equal.

On that day, pupils walked around the school with the bricks they designed with slogans regarding the Anti-Bullying Week campaign. All collected bricks were built as a wall, which symbolised our unity against bullying.

The Launch of the Tootoot app

At Haileybury Astana, the safety and well-being of every child are the highest priority. As part of our ongoing mission to improve pupil well-being, the school introduced the [Tootoot app](#).

Toot Toot is a global app through which pupils can report anything from bullying to mental health issues in complete confidence.

Wellbeing corporate responsibility

Peer Education

The [Peer Education Project](#) (PEP) is a secondary school mental health programme, available to all UK and International British schools. In Kazakhstan, Haileybury Astana is the first school to implement the project in the education system.

At Haileybury Astana, we started the project last year in November 2022, and since then we have trained teachers to lead peer education sessions. As part of the project, Senior School students held peer-to-peer sessions where other students were free to ask for support.

Students in Years 10 and 12 volunteered to become Peer Educators. They were trained in small groups and now teach five lessons related to Mental Health challenges to their peers in Years 7 and 8 during tutoring sessions.

Dress to Express Day

We also ran Mental Health Awareness Week, focusing on anxiety and effective coping strategies. Throughout that week, the school had various activities, lessons, and assemblies. The Junior School pupils danced at the discos, while Senior School pupils had the opportunity to take part in lunchtime activities such as art therapy and karaoke.

The celebration of the [Dress to Express Day](#) encouraged pupils and staff to show their individuality through outfits. It was the final week dedicated to Mental Health Awareness in the 2022 - 2023 academic year.

FOBISIA Membership

On June 20th, 2023, Haileybury Astana officially became a member of the [Federation of British International Schools in Asia \(FOBISIA\)](#).

From May 23 to 24, the school hosted representatives from FOBISIA, who conducted a rigorous accreditation process. During their visit, our guests observed our strategic plans, facilities, and academic performances. We are thrilled to share that our school received excellent feedback, making us the second school in Kazakhstan to successfully join the Federation.

By joining FOBISIA, Haileybury Astana gains the opportunity to establish networks and collaborate with other 94 member schools across Asia. This provides us with a platform for exchanging ideas, sharing resources, implementing innovative methodologies, and fostering partnerships. We strongly believe that these collaborations will greatly benefit our students and teachers, broaden their horizons, and contribute to the development of an inspiring educational environment.





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