

CHARTER OF THE STUDENT ENVIRONMENTAL CLUB OF THE ECOBALANCE BUSINESS SCHOOL

Club motto: “EcoBalance: Sustainable development – a profitable economy.”

Section 1. GENERAL PROVISIONS

1.1. The EcoBalance student environmental club was established on October 30, 2025.

1.2. The EcoBalance Club operates at the Business School of the D. Serikbayev East Kazakhstan Technical University (EKTU), located at 19 Serikbayev Street, Ust-Kamenogorsk.

1.3. Legal basis for activities: EcoBalance operates in accordance with the legislation of the Republic of Kazakhstan, the university's regulatory and methodological documents, and the university's internal rules and regulations.

Section 2. MAIN OBJECTIVES, TASKS, AND THEIR IMPLEMENTATION

2.1. The main objectives of the EcoBalance Club are:

- fostering environmental awareness and culture among Business School students, integrated with the principles of sustainable development and the green economy;
- developing practical skills in applying economic knowledge to assess, manage, and solve pressing environmental issues;
- encouraging students' research creativity in the field of environmental management, financing, and auditing.

2.2. The main objectives of the EcoBalance Club are:

- ensuring active student participation in environmental and economic conferences, competitions for the best work on sustainable development and ESG;
- helping students master the skills of developing business plans for eco-startups and resource conservation projects in Kazakhstan;
- exchange of experience in organizing environmental and research work among members of EKTU student clubs;
- involvement of students in real regional projects to improve the environmental situation in East Kazakhstan Region.

2.3. To achieve its main objectives, the EcoBalance Club has the right to:

- organize and conduct educational and volunteer events focused on environmental issues;
- conduct research and projects aimed at analyzing the economic aspects of ecology (e.g., analyzing the effectiveness of separate collection of solid waste);
- engage university students and faculty, as well as external experts from the business and environmental sectors in Kazakhstan, in the activities being carried out.

Section 3. MAIN ACTIVITIES

The activities of the EcoBalance Club focus on the intersection of economics and ecology:

- greening management: developing recommendations for optimizing resource consumption in higher education institutions with calculation of economic benefits;
- studying ESG principles, ways to integrate them into business processes, and other sustainable finance tools in the context of the Republic of Kazakhstan;
- eco-marketing and corporate social responsibility (CSR): research into consumer behavior and promotion of the concept of responsible consumption;
- students develop economic models for the introduction of environmentally friendly technologies and improving environmental efficiency at partner enterprises of the school and university;
- organization of seminars and round tables to discuss current scientific issues in the field of sustainable development;
- practical eco-actions: Organizing the collection of recyclable materials (waste paper, plastic, batteries), community clean-up days on the territory of EKTU and in the city;
- involvement of students interested in scientific research in the club's activities.
- organization of students' research work.

Section 4. PRINCIPLES OF ACTIVITY

The activities of the EcoBalance Club are based on the following principles:

- effective teamwork and coordinated actions;
- mutual respect among Club members and openness to cooperation;
- activities based on initiative, self-activity, and voluntary participation of members;
- strict compliance with the legislation of the Republic of Kazakhstan and these Articles of Association;
- promotion of values aimed at preserving the environment;
- assessment of environmental initiatives in terms of their economic efficiency and return on investment.

Section 5. MEMBERSHIP IN THE ECOBALANCE CLUB

1. A member of the EcoBalance Club is a student who regularly participates in its activities and accepts these Articles of Association.

2. Any successful student of the school who has shown an interest in ecology and/or sustainable development can become a member of the Club.

3. The Club Chair is elected from among its most active members at the Club's General Meeting.

4. The Club Chair is appointed by the EKTU Business School's Academic Council from among faculty members with expertise in economics, ecology, or sustainable development.

Section 6. RIGHTS AND OBLIGATIONS OF ECOBALANCE CLUB MEMBERS

6.1. A Club member has the right to:

- attend, participate in discussions, and give presentations and scientific reports at Club meetings, conferences, and seminars.
- publish your work (articles, abstracts, project reports) in EKTU collections and other scientific publications, with the support of the Club.
- use scientific literature and information resources of the school and university to carry out the Club's research projects.
- participate in all events organized by the Club.
- upon achieving significant success in scientific research and high academic performance, enjoy advantages when participating in internships and programs related to the green economy.

6.2. Members of the Club are required to:

- take an active part in the Club's activities and the implementation of its projects.
- comply with all the requirements of these Articles of Association and the decisions of the Club's meetings.
- successfully complete the curriculum.
- contribute to the formation of a positive image of the Club and the Business School.