



STRENGTH THROUGH UNITY



SUSTAINABLE DEVELOPMENT STRATEGY 2023 - 2026

Kazakhstan Football Federation



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STRENGTH THROUGH UNITY





THE POWER OF UNITY

I am glad to welcome everyone here who shares our common goal of creating a sustainable policy on human rights and environmental protection.

These two problems are important not only for our present, but also for future generations. Together we can work to create a world where everyone has equal rights and opportunities, and where nature remains healthy and viable.

Our goal is to promote these ideals through sustainable decisions that are made taking into account our common values and are focused on long-term results.

We know football has a huge impact on public opinion and behavior. Football unites the nations and cultures of our country, and can be a powerful tool to draw attention to our common challenges, such as climate change and improving human rights.

The Kazakhstan Football Federation has taken on the task of consolidating and developing the role of a sports organization that influences positive social transformation.

In this strategy, we emphasize the commitment to the sustainable development of UEFA, the integration of the KFF into the European network of knowledge and actions in the social and environmental spheres.

Currently, the social and environmental context creates many problems that we must solve together, with the help of the UEFA strategy "Strength Through Unity".

I believe that together we can achieve great results and create a better future for everyone. I urge all football fans to join us in this endeavor!

Adilet Barmenkulov
President of the KFF



Mission

Using the influence of football to create a just, equitable, and sustainable world.

We strive to ensure that everyone has the opportunity to enjoy football without any discrimination or violence and that the environment is protected and preserved for future generations.

Goals

Promotion of human rights:

We actively fight against all forms of discrimination and violence in football. We ensure equal opportunities and rights for all members of the football community, regardless of their gender, race, ethnicity, religion, or sexual orientation.

Development of social responsibility:

We encourage football clubs, players, and fans to take an active part in social and charitable initiatives aimed at supporting vulnerable groups and improving living conditions in our society.

Sustainability and environmental responsibility:

We strive to reduce the negative impact of football events on the environment. We encourage the use of renewable energy sources, efficient use of resources and reduction of greenhouse gas emissions.



STRENGTH THROUGH UNITY



5 SUSTAINABLE DEVELOPMENT POLICY



Football is the most popular and massive sports game in the world, and it has a huge impact on society and the environment. In recent years, the topic of sustainable development has become increasingly relevant, and the football industry is no exception.

Sustainable development in football means striving to create a balance between the economic, social, and environmental aspects of the game in order to ensure its long-term prosperity.

UEFA has developed a comprehensive and ambitious strategy for sustainable development "STRENGTH THROUGH UNITY" until 2030, based on 11 policies with measurable goals and key performance indicators aimed at protecting human rights and the environment.

KFF has developed a strategy for sustainable development until 2026, which reflects 5 policies of the UEFA strategy, such as:

- "Football for all abilities"
- "Equality and inclusivity"
- "Health and well-being"
- "Child and youth protection"
- "Event sustainability"

Working in this vector of the sustainable development strategy certainly guarantees:

- expanding access to sports for all segments of the population;
- ensure equal opportunities for people with various forms of diseases;
- fighting against discrimination based on race, gender, religion, or nationality;
- protection of the rights of children and youth playing in football, prevention of any kind of harm and responding to it;
- setting a new standard for sports events with zero environmental impact

THE KEY IS COOPERATION

STAKEHOLDERS

KFF strives to mobilize Kazakhstan's football ecosystem to achieve effective and fruitful cooperation.

The KFF football ecosystem consists of more than 400 thousand amateur football players under 18 years of age, and more than 145 thousand adult amateur football players.

Other stakeholders are also involved in this phenomenon, 6,202 coaches, 384 referees and more than 2,500 volunteers, 17 football centers, 236 children's football schools, and 229 private football schools.

From the point of view of media impact, the national team's matches attract an average of about 4 million viewers, and digital channels attract about 6 million users.

Since 2010, KFF has implemented more than 100 social responsibility projects



STRENGTH THROUGH UNITY



TOPICS

- EXPANDING THE ACCESS OF DISABLED PEOPLE TO FOOTBALL CLASSES
- PROFESSIONAL TRAINING OF TRAINERS AND SERVICE PERSONNEL
- EMPLOYMENT OF DISABLED PEOPLE IN FOOTBALL, VOLUNTEERING
- FRUITFUL COOPERATION WITH INTERESTED ORGANIZATIONS

Providing disabled people who want to play football with the necessary football equipment

Construction and improvement of infrastructure, increasing accessibility to football classes

GOAL 2026

Guarantee of unlimited access to football classes

ACTIVATION

- organization of educational programs
- promotion of Blind Football, CP Football, Adaptive Football, Deaf Football
- fruitful cooperation with UEFA / IBSA / IFCPF / National Paralympic Committee of Kazakhstan
- close cooperation with the football clubs of Kazakhstan in creating an inclusive football environment

CURRENT INITIATIVES

Development and promotion of Blind Football conducting UEFA-funded IBSA training seminars Blind Football Development Project Europe, conducting championships of the republic

Development and promotion of CP Football construction of specialized fields for the UEFA HatTrick program, conducting championships, football festivals

Development of adaptive football for children with mental disabilities and various forms of damage to the musculoskeletal system organization of the training process, conducting football competitions and festivals, providing football equipment



GOAL 2026

Creating an inclusive football ecosystem that guarantees equal rights and opportunities for all people involved



TOPICS

- PROVISIONS ON EQUAL OPPORTUNITIES AND INCLUSION IN RULES, POLICIES, GUIDELINES
- PROMOTING EQUAL OPPORTUNITIES FOR WOMEN
- MEASURES AGAINST DISCRIMINATION BASED ON GENDER, AGE, SEXUAL ORIENTATION AND RELIGION
- COMMUNICATION CAMPAIGNS, PROMOTION OF EQUAL OPPORTUNITIES FOR FOOTBALL

PROVISIONS ON EQUAL OPPORTUNITIES AND INCLUSION IN RULES, POLICIES, GUIDELINES, AND COMMUNICATIONS

PROMOTING EQUAL OPPORTUNITIES FOR WOMEN

MEASURES AGAINST DISCRIMINATION BASED ON GENDER, AGE, SEXUAL ORIENTATION, AND RELIGION

COMMUNICATION CAMPAIGNS, PROMOTION OF EQUAL OPPORTUNITIES FOR FOOTBALL

ACTIVATING

Promoting equal opportunities for women throughout the football ecosystem

Educational programs for coaches, Referees, and match monitors in UEFA courses

Promotion campaigns equal opportunities, public information

Partnership with public authorities and non-profit organizations

CURRENT INITIATIVES:

FOOTBALL FESTIVAL FOR CHILDREN’S HOMES
Organization of a football festival for children throughout the Country;
Over 40 children’s homes, over 1,000 Pupils;

DEVELOPMENT AND PROMOTION OF WOMEN’S FOOTBALL
Organization of a football festival for girls "MY GAME";
Organization of the student Women’s Futsal League;
Organization of the school girls' Futsal League "Tienbil Dop";
Organization of the school girls' League "Bylgar Dop"
Girls aged 10-11, 12-13, and 16-18





GOAL 2026

Mobilization of the football community to promote health, active lifestyle promotion, football enhancement different age categories

ACTIVATING

KFF is active in promoting healthy lifestyles, supporting physical activity, and healthy nutrition

The KFF conducts various sports activities throughout the year to raise awareness of the importance of a healthy lifestyle

Caff understands the importance of mental health and avoiding abuse, so she calls on all her participants and viewers to a responsible and healthy lifestyle

TOPICS

- FOOTBALL PROGRAMS FOR THE ELDERLY
- GUIDELINES AND RECOMMENDATIONS FOR IMPROVING HEALTH AND WELL-BEING
- AWARENESS CAMPAIGNS TARGETING YOUNG PEOPLE
- HEALTH PROMOTION

HEALTH AND WELL-BEING

Maintaining health and well-being during football activities for all age groups and diseases related to physical inactivity, malnutrition, social media problems

CURRENT INITIATIVES

Development and promotion of Walking Football tourneying

Football development and promotion for age players
Holding mini-football tournaments for veterans and by age group 40+, 50+, 60+

Awareness-raising activities "Football Lesson" in schools
Workshops were held on awareness and the importance healthy lifestyle



GOAL 2026

Ensuring a safe and enabling environment for all children and youth, to play football



TOPICS

COMMUNITY, EDUCATION OF CHILDREN AND YOUTH
DEFENSE OFFICERS IN EUROPEAN FOOTBALL

UEFA'S ONLINE CHILD PROTECTION PLATFORM

SPECIAL MEASURES FOR THE PROTECTION OF CHILDREN AND YOUNG
PEOPLE, PROTOCOLS, INCLUDING ACCESS TO PROTECTIVE EQUIPMENT

BASIC PRINCIPLE

Protection of the rights of children and youth
football, preventing and responding to any kind of harm

ACTIVATING

The KFF ensures the safety of children and youth involved in
football activities and takes responsibility for protecting
their rights and interests.

To this end, the Federation holds seminars for coaches and other
stakeholders to teach them the rules and methods of preserving
the safety of children and youth at sporting events.

The KFF considers it important not only to develop football in the
country but also to ensure the safety of children and young people,
which is a priority for the health and well-being of future
generations.

Creating and promoting videos about children's protection on the
site and social networks of KFF, on the sites and social networks of
KFF partners

PROTECTION
OF CHILDREN
AND YOUTH



CURRENT INITIATIVES

SEMINARS ON THE PROTECTION OF CHILDREN AND YOUTH

The "D" module is included as part
of training for "D" coaches.
A total of 1,501 teachers were
trained
Physical education in 11 regions of
Kazakhstan;



TOPICS

- DEVELOPMENT OF A SUSTAINABLE MANAGEMENT SYSTEM ACTIVITIES
- ECOSYSTEM-WIDE ADVANCEMENT OF THE SYSTEM KAZAKHSTAN FOOTBALL

STABLE EVENTS

Planning and organization
prevention and reduction of adverse
environmental impacts

ACTIVATING

Reduce and eliminate the use of plastic
cookware at KFF events

Creating and renting videos about the
circular economy on the website and
social networks of the KF partners,
websites and social networks

Delivery of fans to the national team on
electric buses

GOAL 2026

Establishment of a new standard for sports
activities with no environmental impact
development and implementation
own management system
sustainability measures



GOALS AND INDICATORS

MEASURING RESULTS

Taking into account the situation and the current goals set in the strategic development cycle 2023-2026 and beyond, we have developed a set of desirable and operational goals to demonstrate our long-term commitment to all 11 policies.

Operational goals are the activators of our aspirations and correlate with the level at which KFF should inspire, activate and accelerate sustainable transformation.

These goals are catalogued in terms of implementation time (short, medium and long) and degree of complexity (increasing, from 1 to 5), accompanied by performance indicators.

"Child and youth protection" - zero episodes of abuse of children and youth at events organized by the KF or held under the auspices of the KFF with the participation of children and youth until 2026

"Equality and inclusivity" - zero instances of all types of discrimination at KLF events or held under the auspices of the KFF until 2026

"Football for all opportunities" - doubling the number of players with disabilities involved in football and doubling the number of people with disabilities working at events KFF until 2026

"Health and well-being" - doubling the number of elderly people involved in football until 2026, promoting a healthy lifestyle among children and youth

"Event sustainability" - prevention and reduction of negative impact on the environment at events organized by the KFF or held under the auspices of the KFF





FOOTBALL FOR ALL OPPORTUNITIES

* Terms: S = short term, M = medium term, L = long term. Complexity from 1 (lowest) to 5 (highest)

TOPIC	GOALS	KPI	TIMING AND COMPLEXITY*
ALL	doubling the number of disabled players and doubling the number of people with disabilities working at KFF events until 2026	number of new players with a disability number of employees with disability	L5
expanding the availability of football / training coaches / employment and volunteering	special education coaches and support staff until 2026	number of coaches and support staff trained	M4
	employment of persons with disabilities volunteering	Number of persons with disabilities working at KFF events or KFF events	L5
	organizing competitions among people with disabilities	number of competitions, number of participants	M3



EQUALITY & INCLUSION

* Terms: S = short term, M = medium term, L = long term. Complexity from 1 (lowest) to 5 (highest)

TOPIC	GOALS	KPI	TIMING AND COMPLEXITY*
ALL	zero cases of discrimination on KFF events or sponsored by KFF	number of incidents	L4
equality and measures for the Rules, policies, guidelines and communication. equal opportunities for women	campaigns to promote inclusion and equal opportunities, public communication, partnerships, cooperation to promote inclusion and equal opportunities	number of public events and participants, number of communications publications public reach, number of partners	M3
organization of tournaments in which participate: Women / older persons /persons of any orientation, religion or profession	create an accessible football environment promoting the idea of tolerance, mutual respect	number of tournaments, number of participants, number of teams from different religious denominations, number of women participants	L4



HEALTH & WELL-BEING

* Terms: S = short term, M = medium term, L = long term. Complexity from 1 (lowest) to 5 (highest)

TOPIC	GOALS	KPI	TIMING AND COMPLEXITY*
ALL	popularizing football for health and well-being	number of participants	L4
football propaganda for health and well-being	communication campaigns, promotion-oriented football for health and well-being	number of public events and participants, number of communications publications public reach, number of partners	M3
Involvement of more children and youth, older persons in football	tournaments for the elderly, football festivals for the whole family	number of tournaments, number of participants, number of festival participants	L4



CHILDREN & YOUTH PROTECTION

* Terms: S = short term, M = medium term, L = long term. Complexity from 1 (lowest) to 5 (highest)

TOPIC	GOALS	KPI	TIMING AND COMPLEXITY*
ALL	zero episodes of child and youth abuse at KF or KFF-sponsored events involving children and youth until 2026	number of incidents	L4
information management training and promotion child protection policy	training in football centres, public and private football schools	number of trainings, number of coaches participating, number of children	L5
communication and correction all cases of cruel treatment of children and young people in competitions organized KFF	transparent system reporting	quantity recorded episodes	L4



EVENT SUSTAINABILITY

* Terms: S = short term, M = medium term, L = long term. Complexity from 1 (lowest) to 5 (highest)

TOPIC	GOALS	KPI	TIMING AND COMPLEXITY*
ALL	prevention and reduction of adverse environmental impacts at KFF	activity report	L5
establishment of a new standard for sporting events with zero environmental impact	reduce and eliminate the use of plastic cookware at KFF events until 2026	activity report	L5
	creating and renting video clips about the circular economy on the site and social networks KFF	number of publications number of views	M3
development and implementation in-house event management system on sustainability	implementation of the event management system	activity report	L5



FROM STRATEGY TO ACTION

"Strategy is the basis for success in football. It defines the overall plan of action, tactics and goals of the team. But strategy by itself is not enough to win. It requires turning into action on the field so the team can achieve its goals."

KFF ACTION PLAN FOR THE 2023 - 2024 SEASON

- Organization of a football festival for girls "My Game" in major cities of Kazakhstan
- KFF Blind Football Cup organization
- Organizing educational seminars for coaches and guides on Blind Football
- Organization of the Championship of Kazakhstan on CP Football among children and youth teams
- Organization of the module "Protection of children" at coaching courses of category "D"
- Production of video "Environmental protection: Changing the future together", featuring players of the National Team of Kazakhstan
- Launch of the project "Playmakers" for children in kindergartens in Astana
- Organization of the Women's Student Futsal Championship of Kazakhstan
- Organization of the Girls' School Football Futsal League 11*11, 8*8, 6*6
- Organization of a football festival for children with autism "My family" in Astana and Almaty
- Organization of tournaments on Walking Football "My Years - My Wealth" among veterans 50+
- Production of video "Protection of children: Building a safe future", with the participation of players of the National Team of Kazakhstan



FROM STRATEGY TO ACTION

"Sports events unite people, fuel passion and inspire achievements that seemed impossible."

KFF ACTION PLAN FOR THE 2024 - 2025 SEASON

- KFF Deaf Football Cup organization up to 21 players by futsal
- KFF Cup organization by Deaf Football 11*11
- KFF Blind Football Cup organization
- organization of the Kazakhstan Championship on CP Football among children and youth teams
- Organization of the module "Child Protection" at coaching courses of category "D"
- Organization of the project "Playmakers" for children in kindergartens in the regions of Kazakhstan
- organization of tournaments on Walking Football "My Years - My Wealth" among veterans 50+
- Organization of the Women's Student Futsal Championship of Kazakhstan
- Organization of the Girls' School Football Futsal League 11*11, 8*8, 6*6
- Organization of inclusive football tournaments for autistic children and youth



FROM STRATEGY TO ACTION

"There's no room for prejudice in football, only justice and equality."

KFF ACTION PLAN FOR THE 2025 - 2026 SEASON

- production of video podcast "Children - our future".
The main focus - discussion of child protection issues in the Kazakhstan football ecosystem
- KFF Blind Football Cup organization
- Organization of the Kazakhstan Championship on CP Football among children and youth and adults teams
- KFF Deaf Football Cup organization
by futsal among young players up to 21 and adults
- KFF Cup organization by Deaf Football 11*11
- Organization of the module "Protection of children" at coaching courses of category "D"
- Organization of the project "Playmakers" for children in kindergartens in the regions of Kazakhstan
- organization of tournaments on Walking Football "My Years - My Wealth" among veterans 50+
- Organization of the Women's Student Futsal Championship of Kazakhstan
- Organization of the Girls' School Football Futsal League 11*11, 8*8, 6*6
- Organization of inclusive football tournaments for autistic children and youth