



Swiss Agency for Development and Cooperation SDC

## 15th Central Asian Leadership Programme (CALP): “Environment, Communication & Leadership for Sustainability”

Almaty, Kazakhstan

15-19 September 2025

### ANNOTATED AGENDA

#### Day 1: 15 September, 2025 (Monday)

Theme of the day: Opening of the 15<sup>th</sup> CALP, Greetings of international partners, Introduction to the CALP agenda and thematic focuses

TIME	SESSIONS	MODERATORS, SPEAKERS, SPEECHES/PRESENTATIONS
09:00-09:30	<b>Registration of participants</b>	CAREC
09:30-10:15	<b>Session 1:</b> Opening ceremony Greetings from organizers, partners and donors	<b>Facilitator: Orlova Valeriya</b> <b>Moderator: Doctor Batyr Mammedov</b> , Executive Director, the Regional Environmental Centre for Central Asia (CAREC)  <b>Speakers:</b> <b>Doctor Batyr Mammedov</b> , Executive Director, the Regional Environmental Centre for Central Asia (CAREC) <b>Nuraddin Murshudlu</b> , Senior Economic and Environmental Officer, OSCE Programme Office in Astana <b>Roman Karazhanov</b> , Monitoring and Evaluation Specialist, German Agency for International Cooperation (GIZ) <b>Ms. Tatyana Shakirova</b> , Expert on ESD and Youth leadership Introductory presentation on the CALP history and achievements
10:15 – 10:30	<b>CALP overview</b>	<b>Facilitator: Orlova Valeriya</b> Introduction of the participants Introduction to the agenda of the 15th CALP:
10:30 – 11:00	<b>Session 2:</b> Introduction to the activities of the Regional Environmental Centre for Central Asia  <b>CAREC: Education for Sustainable Development programme</b>	<b>Facilitator: Orlova Valeriya</b> <b>Moderator: Valeriya Orlova</b> , Education for Sustainable Development program Manager Overview of projects and programme activities

11:00 – 11:30	<b>CAREC: Water Initiative Support programme</b>	<b><u>Facilitator:</u> Orlova Valeriya</b> <b>Moderator:</b> Irina Yugay, Acting Water Initiative Support program Manager Overview of projects and programme activities
<b>11:30-12:00</b>	<b>Group photo</b>	
<b>12:00-13:00</b>	<b>Lunch</b>	
13:00 – 13:30	<b>CAREC: Climate Change and Sustainable Energy Programme</b>	<b><u>Facilitator:</u> Orlova Valeriya</b> <b>Moderator:</b> Azamat Kauazov, Acting Climate Change & Sustainable Energy Programme Manager / CACIP Coordinator Overview of projects and programme activities
13:30 – 14:00	<b>CAREC: Environmental Management Programme</b>	<b><u>Facilitator:</u> Orlova Valeriya</b> <b>Moderator:</b> Ludmila Kiktenko, Environmental Management Programme Manager Overview of projects and programme activities
14:00-14:30	<b>CAREC: Environment and Health programme</b>	<b><u>Facilitator:</u> Orlova Valeriya</b> <b>Moderator:</b> Oxana Kravtsova, Acting Environment and Health programme Manager Overview of projects and programme activities
14:30-15:00	<b><u>Session 3:</u></b> <b>Introduction to the activities of International Partners</b>	<b><u>Facilitator:</u> Orlova Valeriya</b> <b>Nuraddin Murshudlu</b> , Senior Economic and Environmental Officer, OSCE Programme Office in Astana
<b>15:00-15:30</b>	<b>Coffee Break</b>	
15:30-16:00	<b>Introduction to the activities of International Partners</b>	<b><u>Facilitator:</u> Orlova Valeriya</b> <b>Roman Karazhanov</b> , Monitoring and Evaluation Specialist, German Agency for International Cooperation (GIZ)
16:00-16:30	<b>Introduction to the activities of International Partners</b>	<b><u>Facilitator:</u> Orlova Valeriya</b> <b>Bakhriniso Narzullaeva</b> , National Environmental Officer, OSCE Programme Office in Dushanbe
16:30-17:00	<b>Introduction to the activities of International Partners</b>	<b><u>Facilitator:</u> Orlova Valeriya</b> <b>Dilshod Mir-Akilov</b> , Programme Administrator, OSCE Project Co-ordinator in Uzbekistan.
17:00-17:30	<b>Wrap-up</b>	Q&A
<b>18:00</b>	<b>Opening dinner</b>	

**Day 2: 16 September 2025 (Tuesday)**

**Theme of the day: OSCE DAY**

9:00-9:30	<b>Registration of participants</b>	<b>CAREC</b>
9:30-11:00	<b>Session 4:</b> <b>Public Speaking as a Necessary Condition for Visualizing a Personal Brand</b>	<p><b>Speaker: Igor Brattsev, MediaNet</b></p> <p>Future Soft Skills- Essential communication skills for career success and building confidence and credibility as a speaker.</p> <p>Public Speaking Fundamentals- Mandatory elements of effective speaking including voice, posture, and audience engagement techniques.</p> <p>Gorgias Method-Balancing aesthetics versus content and applying classical persuasion techniques for modern audiences.</p> <p>Time-Based Structure-Presentation formats ranging from brief pitches to comprehensive talks and adapting messages to various time constraints.</p> <p>Message House Technology-Three pillars framework covering core message development, supporting evidence, and effective calls to action.</p> <p>Group Practice-Preparing and delivering speeches with peer feedback and collaborative evaluation.</p>
11:00-12:00	<b>Session 5:</b> <b>Fighting Disinformation</b>	<p><b>Speaker: Adil Jalilov, MediaNet</b></p> <p>Identifying Disinformation-Understanding which types of disinformation require intervention through interactive quiz exercises and case studies.</p> <p>Fact-checking Fundamentals-Core principles and methodologies of fact-checking, including specialized tools, reliable resources, and collaborative group practice sessions.</p> <p>Information Verification Techniques-Comprehensive session on researching and verifying facts, images, and videos, plus detecting AI-generated content through hands-on practice.</p>
12:00-13:00	<b>Lunch</b>	
13:00-14:30	<b>Session 6:</b> <b>Media Content Packaging</b>	<p><b>Speaker: Adil Jalilov, MediaNet</b></p> <p>Writing for Media-Essential rules and principles for media texts including structure, style, and other key elements while developing practical checklists.</p> <p>Expert Content Accessibility-Transforming complex expert material into reader-friendly content that maintains accuracy while improving comprehension.</p> <p>Format Selection and Optimization- Identifying the most effective content types and formats for specific target audiences and communication goals.</p>

		<p>Making Analytics Accessible-Practical techniques for presenting data analysis and research findings in clear, understandable formats for general audiences.</p> <p>Audience and Distribution Strategy-Understanding different audience types and selecting optimal channels for delivering expert information effectively.</p>
14:30-15:30	<p><b><u>Session 7:</u></b> <b>Practice session</b></p>	<p><b>Moderator: Igor Brattsev and Adil Jalilov, MediaNet</b></p> <p>Press conference simulation</p>
<b>15:30-15:45</b>	<b>Coffee Break</b>	
15:45-16:45	<p><b><u>Session 7:</u></b> <b>Practice session</b></p>	<p><b>Moderator: Igor Brattsev and Adil Jalilov, MediaNet</b></p> <p>Press conference simulation</p>
16:45-17:00	<b>Wrap-up</b>	<b>Q&amp;A</b>
<b>18:00</b>	<b>Dinner</b>	

**Day 3: 17 September 2025 (Wednesday)**

**Theme of the day:  
Giving talks and presentations to make an impact Within DKU Training for Young Leaders 2025:  
CLIMATE CHANGE ADAPTATION AND WATER MANAGEMENT IN CENTRAL ASIA:  
FROM RESEARCH TO SUSTAINABLE SOLUTIONS**

9:00-9:30	<b>Registration of participants</b>	CAREC
09:30 – 11:00	<b>Session 8:</b> Using media to empower women and youth in water governance.	<b>Speaker: Irina Yugay, Water Initiative Support programme manager</b>  Using media to empower women and youth in water governance.  <b>Speaker: Shohida Tulieva, Regional Expert on Gender and Social Inclusion, Blue Peace Central Asia, International Water Management Institute</b>  Interactive session: Women & Youth for Water
11:00-12:00	<b>Session 9:</b> CACIP	<b>Speaker: Azamat Kauazov, Acting Climate Change &amp; Sustainable Energy Programme Manager / CACIP Coordinator,</b> Modern web services. Climate data. The Central Asian Climate Information Platform
<b>12:00-13:00</b>	<b>Lunch</b>	
13:00-13:30	<b>Session 10:</b> Gaps and needs in science-business-policy' communications in climate & water sectors	<b>Speaker: Ekaterina Gorshkova, Mariya Genina (DKU)</b>
13:30-14:00	<b>Session 11:</b> Interactive game: SDG geeks	<b>Ekaterina Gorshkova (DKU)</b>
14:00-14:30	<b>Session 12:</b> <b>Interactive discussion:</b> Research to Solutions  Networking session (Hybrid with DKU-GIZ Climate & Water training)	<b>Moderators: Mariya Genina (DKU)</b> <b>Speaker: Ekaterina Gorshkova (DKU)</b>  <b>Questions to be discussed:</b> <ul style="list-style-type: none"> <li>• What are the key barriers preventing the application of research in water-related policy and adaptation planning in Central Asia?</li> <li>• How can researchers and policymakers work more effectively together to co-design solutions?</li> <li>• What are successful examples where research has led to tangible impacts—and what made them successful?</li> <li>• How can youth and local communities be more actively involved in the science-policy interface?</li> </ul>
14:30 – 15:00	<b>Hybrid Session:</b> <b>Session 13:</b> Communication tools and channels	<b>Moderator: Mariya Genina (DKU)</b> <b>Speaker: Mrs. Veronika Nassalskaya (DKU), Theatre director, actress, public speaking and communications coach, founder of the Public Speaking School "Nassalskaya School"</b> Communication tools and channels. Giving talks and presentations to make an impact
<b>15:00-15:15</b>	<b>Coffee Break</b>	

15:15 –15:30	<p><b>Session 14:</b> Giving talks and presentations to make an impact</p> <p><b>Science Pitch:</b> explaining research in 3 minutes</p>	<p><b>Moderator: Mariya Genina (DKU)</b>  <b>Speaker: Mrs. Veronika Nassalskaya (DKU), Theatre director, actress, public speaking and communications coach, founder of the Public Speaking School "Nassalskaya School"</b>  Communication tools and channels. Giving talks and presentations to make an impact</p>
16:00 – 16:30	<p><b>Session 15: Interactive session:</b> Pitch Your Solution: Innovative Ideas for Climate-Resilient Water Management</p>	<p><b>Moderators: Mariya Genina (DKU)</b>  <b>Speakers: Mrs. Veronika Nassalskaya (DKU), Theatre director, actress, public speaking and communications coach, founder of the Public Speaking School "Nassalskaya School"</b></p> <p><b>Individual pitching (3–5 minutes per pitch)</b> Goal: To encourage participants to present innovative solutions, technologies, community projects, or policy ideas addressing water and climate challenges in Central Asia.</p>
16:30-17:00	<b>Wrap-up</b>	<b>Q&amp;A</b>
<b>18:00</b>	<b>Dinner</b>	

**Day 4: 18 September 2025 (Thursday)**

**Theme of the day: GIZ DAY**

9:00-9:30	<b>Registration of participants</b>	CAREC
9:30 - 10:30	<b>Session 16:</b> Science Communication in Climate Advocacy	<p><b>Speaker: Iryna Ponedelnik, Climate Project Manager at n-ost</b></p> <ul style="list-style-type: none"> <li>• Explore strategies to bridge the gap between scientists, media, and the public.</li> <li>• Learn how to frame scientific findings in a way that motivates action.</li> <li>• Discuss the role of communication in shaping climate policies and public opinion.</li> </ul>
10:30-12:00	<b>Session 17:</b> Creating Multimedia Content: From Photo to Video	<p><b>Trainer: Abzal Bekturgan, Multimedia Editor at <a href="http://Factcheck.kz">Factcheck.kz</a></b></p> <ul style="list-style-type: none"> <li>• Learn how to tell impactful climate stories using visual formats.</li> <li>• Explore tools and techniques for filming, editing, and publishing multimedia content.</li> </ul>
<b>12:00-13:00</b>	<b>Lunch</b>	
13:00-14:30	<b>Session 18:</b> Data Visualization for Climate Stories 1	<p><b>Trainer: <a href="http://Aizada.Toma">Aizada Toma</a> , Program Mentor and Regional Editor of the Data Communication Fellowship Program at <a href="http://ForSet.ge">ForSet.ge</a></b></p> <ul style="list-style-type: none"> <li>• Practice turning complex data into clear, visual formats like maps, charts, and infographics.</li> <li>• Learn best practices for visual storytelling that informs and engages.</li> </ul>
<b>14:30-15:00</b>	<b>Coffee Break</b>	
15:00-16:30	<b>Session 19:</b> Data Visualization for Climate Stories 2	<p><b>Trainer: <a href="http://Aizada.Toma">Aizada Toma</a> , Program Mentor and Regional Editor of the Data Communication Fellowship Program at <a href="http://ForSet.ge">ForSet.ge</a></b></p> <ul style="list-style-type: none"> <li>• Practice turning complex data into clear, visual formats like maps, charts, and infographics.</li> <li>• Learn best practices for visual storytelling that informs and engages.</li> </ul>
16:30-17:00	<b>Wrap-up</b>	<b>Q&amp;A</b>
<b>18:00</b>	<b>Dinner</b>	

**Day 5: 19 September 2025 (Friday)**

**Theme of the day:  
Field Trip and Closing Ceremony**

8:30-9:00	<b>Registration of participants</b>	<b>CAREC</b>
9:00-11:00	<b>Transfer to the location</b>	
11:30-13:30	<b><u>Session 20:</u></b> <b>Workshop on the mental cards and the situation on the climate change in the CA</b>	Workshops by <b>Data Communication Fellowship Program</b> at <a href="http://ForSet.ge">ForSet.ge</a>
14:00-14:30	<b>Transfer to the CAREC</b>	
15:00-16:00	<b>Lunch</b>	
16:00-17:00	<b><u>Closing Ceremony:</u></b>	<p><b><u>Facilitator:</u> Valeriya Orlova</b></p> <p><b>Doctor Batyr Mammedov</b>, Executive Director, the Regional Environmental Centre for Central Asia (CAREC)</p> <p><b>Nuraddin Murshudlu</b>, Senior Economic and Environmental Officer, OSCE Programme Office in Astana</p> <p><b>Roman Karazhanov</b>, Monitoring and Evaluation Specialist, German Agency for International Cooperation (GIZ)</p>
17:00-17:30	Ceremony of Presenting Certificates of Participation in the 15 <sup>th</sup> CALP	<p><b>Doctor Batyr Mammedov</b>, Executive Director, the Regional Environmental Centre for Central Asia (CAREC)</p> <p><b>Nuraddin Murshudlu</b>, Senior Economic and Environmental Officer, OSCE Programme Office in Astana</p> <p><b>Roman Karazhanov</b>, Monitoring and Evaluation Specialist, German Agency for International Cooperation (GIZ)</p> <p><b>Bakhriniso Narzullaeva</b>, National Environmental Officer, OSCE Programme Office in Dushanbe</p>
<b>18:00</b>	<b>Transfer to the hotel</b>	