



GENERAL CONCEPT
of the 5th WORLD NOMAD GAMES
ASTANA 2024

September 8-14

The Gathering
of the Great
Steppe

Directorate
of the 5th World Nomad Games
Astana 2024

THE 5th WORLD NOMAD GAMES ASTANA 2024

Nomadism has been characterized since ancient times as a special material culture and worldview of steppe societies. The culture of nomadic civilizations is invaluable in the modern world as a source of wisdom, traditions and unique knowledge about nature and survival. Nomads know how to live in symbiosis with nature and know how to make the best use of its resources. Their cultural characteristics, such as crafts and agriculture, have survived the centuries and remain relevant even today. In the modern world, nomadic peoples also enter into economic and political relations with neighboring countries and play an important role in the exchange of cultural experience. A characteristic feature of modern nomads is the active use of the achievements of civilization with the preservation of traditional culture.



The World Nomad Games (hereinafter referred to as WNG) are international sports competitions in ethnic sports. The competitions are based on folk games of historically nomadic peoples of Central Asia. WNG are aimed at the development of ethno-sports and ethno-cultural movement as a heritage of human civilization



The mission of WNG is to revive, develop and preserve ethno-culture, identity of ethnicities and peoples of the world in order to foster tolerant relations between ethnicities and peoples. Globalization, while not a direct threat, levels cultural diversity.

The international sporting event, conceived and first realized in the Kyrgyz Republic, has gained a global status, covering more and more countries and attracting the attention of a wide audience not only in Eurasia. With the transfer of the right to host the WNG to Kazakhstan, the list of countries hosting the Games expanded.

Mandatory objectives of the WNG Astana 2024 project:

- 1) to preserve and develop traditional national sports and culture;
- 2) to contribute to the preservation of cultural diversity and dialogue among peoples;
- 3) to provide an example of the most effective people-to-people diplomacy.



CONTENT OF THE 5th WORLD NOMAD GAMES ASTANA 2024

The Kyrgyz Republic, having held the first, second and third WNG, laid down the established structure of the Games, which consists of three sections: **sport, culture, science**. The WNG program in Astana also includes activities in all three of these areas. International organizations (associations, federations, unions, clubs) that cultivate national, ethnic sports, primarily equestrian sports, martial arts, intellectual games, etc. are invited to the Nomad Games in Astana. The nomadic games are played primarily in countries where peoples who are historically heirs to the original nomadic civilization have settled. Delegations of participating countries will be formed from athletes, as well as representatives of culture and science. The WNG Astana 2024 will be held from September 8 till September 14, 2024. September is a reference to the traditional time of the holiday, marking the completion of the migrations from summer to winter camping. The way of a string of people and animals with yurts and property ended at a new parking lot with rituals, games and competitions.

In 2024, September for the WNG also fits well into the international sports calendar. On August 11, 2024, the Summer Olympics in Paris will come to an end. The break between the Olympics and the WNG allows the audience to «cool down» from the busy sports agenda and follow the WNG program in full. According to forecasts in the specified period in September in Astana the average air temperature will be +21 ° (daytime) and +17° (at night), which is comfortable for competitions and public events both outdoors and indoors.

Teams from all over the world, including countries that were not nomadic, plan to participate in the World Nomad Games in Astana. The WNG are the largest national sports competition in the world today. According to tentative estimates, about 4,000 participants from more than 100 countries will arrive in Astana to take part in 7-day competitions both in sports arenas and in cultural and scientific programs.



The organizer of the WNG is the Government of the Republic of Kazakhstan. For effective preparation and holding of the WNG the WNG Organizing Committee under the chairmanship of the Vice Prime Minister of the Republic of Kazakhstan was established by the Order of the Prime Minister of the Republic of Kazakhstan. The Organizing Committee included heads of state authorized bodies, heads of akimats of regions and cities of republican significance, heads of national companies, enterprises, public organizations. To carry out current organizational work, the Ministry of Culture and Sports of the Republic of Kazakhstan created the Directorate for the preparation and holding of the WNG Astana 2024. The functions of the Directorate are entrusted to Kazsportinvest JSC, the sole participant of which is the Ministry of Tourism and Sports of the Republic of Kazakhstan.

The Organizing Committee approved the WNG Astana 2024 Regulation upon presentation by the WNG Directorate. The Regulation details the conditions of participation of sports teams in the WNG. The WNG Regulation is sent to all interested national organizations (associations, federations, unions, clubs) and is an official invitation to participate in the 5th WNG Astana 2024.

Days of arrival in Astana to participate in WNG: September 7-8, 2024.

WNG Astana 2024 infrastructure



The most convenient principle of «linear» construction was applied to form the WNG Astana 2024 infrastructure. This principle consists in arranging the maximum number of facilities involved in the Games along one line.



The WNG sports infrastructure includes six facilities: Kazanat race course, Qazaqstan track and field sports complex, Alau Ice Palace, Wrestling palace named after Zh.Ushkempirov, Astana Arena stadium, Duman-Parliament conference hall. The main site for the implementation of the WNG cultural program will be the Nomadic Universe ethno-village (Ethno-Aul), which is located on the territory of 10 hectares adjacent to the Kazanat racecourse in the south-western side, as well as activities within the cultural program will be additionally held at various venues of Astana (city squares, parks, public gardens, other public spaces, theaters, concert halls, cinemas, museums, exhibition halls, etc.). The events of the scientific program of the Games will be held at the National Museum of the Republic of Kazakhstan. About 15 hotels located near the sports facilities included in the WNG Astana 2024 infrastructure will be used for accommodation of guests.

Accreditation

Upon arrival in Astana, all WNG participants are accredited at the accreditation center, which will be located in the Qazaqstan track and field sports complex. Accreditation is based on previously submitted applications. Accreditation cards identify each guest and define access areas, transportation and dining categories.

Accommodation and catering for participants and guests of the WNG Astana 2024

The host party bears the costs of accommodation and meals for accredited participants and guests of the WNG. The best 3-5* hotels of Astana are offered for accommodation of delegations. All accredited WNG participants will be provided with three meals a day: breakfasts and dinners will be organized in the places of accommodation, lunches - in the competition venues.

Transport

Starting from the place of arrival of foreign delegations (airport, railway station), all WNG participants are provided with transportation (buses, minibuses, cars, trucks for luggage transportation). During all days of the Games accredited WNG participants are provided with transportation services for travel between the venues included in the WNG infrastructure, including the places of accommodation. Each head of delegations, as well as heads of international organizations, honorary guests of the WNG are provided with personal transport for free movement within the city of Astana.

September 8, 2024

WNG Astana 2024 Opening Ceremony

Since the time of the Ancient Olympic Games, the opening ceremony has been an integral part of the Games. Following the traditions of major international sports forums, the most significant and brightest events at the Nomad Games are the opening and closing ceremonies of the Games.

The cultural heritage of the host country, the most important milestones in the development of the state, the performance of masterpieces of musical and choreographic culture will be presented by theatrical performances. The teams of the participating countries will march in a solemn march in separate groups in English alphabetical order. The opening ceremony necessarily includes the procedure of bringing out and raising the State Flag of the Republic of Kazakhstan and the flag of the «World Nomad Games», as well as the performance of the National Anthem of the Republic of Kazakhstan and the anthem of the «World Nomad Games».

The Opening Ceremony culminates with a speech by the Head of State, who will officially announce the opening of the Games.

The opening ceremony is accompanied by a television broadcast.

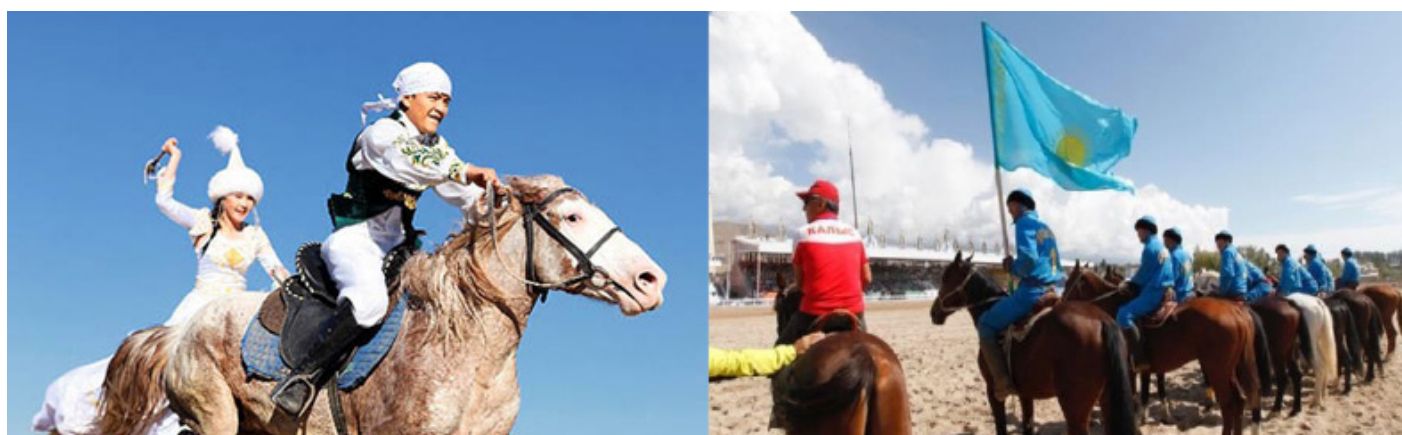


Sports program of the WNG Astana 2024

According to the Regulations of the 5th WNG Astana 2024 the best sports grounds of Astana will host competitions in 20 competitive and 10 demonstration sports.

Pos. No.	Sport	Description	Venue
Folk games			
1	Asyk Atu	National game (the Republic of Kazakhstan)	Alau ice palace
2	Ordo	National game (the Kyrgyz Republic)	Alau ice palace
3	Arkan Tartys	International game	Alau ice palace
Horse racing			
4.1	Ushkyr Baige <i>1,600 m</i>	Classic flat racing	Kazanat race course
4.2	Ushkyr Baige <i>2,400 m</i>	Classic flat racing	Kazanat race course
4.3	Ushkyr Baige <i>3,200 m</i>	Classic flat racing	Kazanat race course
4.4	Zhorga	Pacing horse racing (<i>9,000 m</i>)	Kazanat race course
4.5	Kunan Baige	Long-distance horse racing (<i>11,000 m</i>)	Kazanat race course
4.6	Top Baige	Long-distance horse racing (<i>18,000 m</i>)	Kazanat race course
4.7	Alaman Baige	Long-distance horse racing (<i>25,000 m</i>)	Kazanat race course
Horseback competitions			
5	Kokpar	Team competition on horseback	Kazanat race course
6	Audaryspak	Horseback wrestling	Ethno-Aul
7	Tenge Ilu	Individual horseback competition	Ethno-Aul
National wrestling competitions			
8	Kazakh Kuresi	National wrestling (the Republic of Kazakhstan)	Wrestling palace named after Zhaksylyk Ushkempirov
9	Ashyrtmaly Aba Guresh	National belt wrestling (the Republic of Turkey)	Alau ice palace
10	Kurash	National wrestling (the Republic of Uzbekistan)	Alau ice palace
11	Ssiryum	National belt wrestling (the Republic of Korea)	Alau ice palace
12	Alysh	National belt wrestling (Kyrgyz Republic)	Wrestling palace named after Zhaksylyk Ushkempirov

Competitions in martial arts			
13	Mas-wrestling	National competition (the Russian Federation)	Alau ice palace
14	«Powerful Nomad»	Competition of athletes	Ethno-Aul
Traditional intellectual games			
15	Togyzkumalak	Intellectual game (the Republic of Kazakhstan)	Duman Parliament conference hall
16	Mangala	Intellectual game (the Republic of Turkey)	Duman Parliament conference hall
17	Oware	Intellectual game (countries of Western Africa)	Duman Parliament conference hall
Traditional archery and horseback archery			
18	Dasturli Sadak Atu	Traditional archery	Argymak equestrian sports and recreation complex
19	Zhamby Atu	Traditional horseback archery	Ethno-Aul
National hunting with birds			
20.1	Burkit	Hunting with an eagle	Ethno-Aul
20.2	Karshyga	Hunting with a hawk	Ethno-Aul
20.3	Itelgi	Hunting with a falcon	Ethno-Aul



Award ceremonies for winners and medalists of the competitions

The awarding of the winners and prize-winners of the WNG is a bright colorful mini-presentation with its scenography, directing and staging work, light and sound design. At all sports venues where the competitions will be held, a special zone consisting of a podium, a pedestal specially made for the WNG, and flag structures will be equipped. Special award medals in WNG style, memorable diplomas and a soft toy mascot of WNG are made for the winners, their coaches, as well as 2nd and 3rd place winners, which are handed out during the ceremony. The award ceremony is conducted by the heads of international and national federations, famous athletes, state, public and political figures. In honor of each winner, the national anthem of the country they represent is played.

Cultural program, the Birlik Kerueni («the Caravan of Unity») project and the Nomadic Universe Ethno-Aul project.

Traditionally, virtually all modern major sports events such as the Olympic, Asian, and World Student Games necessarily include the Torch Relay, which is different in form but unified in content. As exceptions, in a number of projects, other sacred elements or artifacts rather than fire are used as an alternative cult symbol.

At the first three WNG, water was the main sacred symbol and a key element of the relay as well as the opening ceremony.

On the eve of the Games, all regional centers of Kazakhstan and cities of republican importance will host a colorful theatrical action, during which Water will be taken from one of the local sacred springs for the WNG Opening Ceremony. After passing through the central streets of the region and being honored in the central square, the Caravan will leave for the capital of Kazakhstan. As part of the Caravan, decorated in the traditions and style of the region, in addition to the vessel with Water, creative groups will go to Astana to take part in the cultural program of the Games. Caravans will also bring the necessary number of yurts, utensils, and everything else that will be necessary for the organization of the Nomadic Universe Ethno-Aul from other regions to Astana.

On the opening day of the Games, a caravan of batyrs with torsyks (leather flasks) filled with sacred water, representing all regions of the country, will go in a colorful procession to the place of the opening ceremony. Water from sacred springs will be an important part of the culmination of the WNG Opening Ceremony.



The Nomadic Universe Ethno-Aul project

September 7, 2024 - opening of Ethno-Aul

The day before the WNG opening ceremony, the first event preceding the start of the WNG will be the opening ceremony of the WNG Astana 2024 Ethno-Aul. Ethno-Aul will be located on the territory adjacent to the Kazanat race course on an area of about 6 hectares. On this day a bright theatrical performance «Astana - the capital of nomads» will be organized. The event will be attended by foreign guests, heads of international sports organizations, leaders of the Republic of Kazakhstan, members of the Parliament, the Senate, the public and many others who have arrived to watch the WNG.

A unique concert venue, large and small stages will be built in the Ethno-Aul, where daily events will be held as part of the cultural program. During the week, the largest exhibition-fair of the best craftsmen of Kazakhstan will be held daily in Ethno-Aul with demonstrations of their works and master classes where they will share some of the secrets of their craft. An integral part of the cultural program in Ethno-Aul will be Aytys, the traditional musical competition of akyns, in which the leading and novice aytyskers of the country will take part. Modern trends in urbanism and event design will be shown by Neo Nomads Fest. Much attention in the program of events will be paid to the youngest guests of Ethno-Aul, they will be welcomed by friendly animators and offered a lot of entertaining, developing, contact playgrounds and attractions in ethnical style.

There will also be a platform (catwalk) in the Ethno-Aul, where the ethnic fashion show will take place. Various samples of ethnic clothing, including Global Nomads, the leader of Kazakhstan's ethnic clothing, will be shown within the framework of the ethnic fashion festival. Also, the cultural program of the WNG provides for a Turkish film festival. This part of the cultural program will be of interest to a certain circle of visitors of Ethno-Aul. Competitions on hunting with birds of prey and demonstration performances on national kinds of wrestling will be organized in specially designated areas as part of the WNG program in Ethno-Aul.

Hospitality and cordiality of the Kazakh people will be demonstrated at the festival of national cuisine which will be held in Ethno-Aul on the territory of the ethnic food court where the best samples of Kazakh and oriental cuisine will be presented. Master classes will be held here, each visitor will be able to take a personal part in the preparation of food and drinks. All events in Ethno-Aul planned by the organizers are aimed at achieving the main goal - popularization of cultural heritage, national values, promotion of their national brand - the rich history and culture of the people of Kazakhstan.

The scientific program of the 5th World Nomad Games Astana 2024

The scientific program is an integral part of all previous Nomad Games. The objectives of the scientific program consist in the systematization of existing and new knowledge about the civilization of nomadic peoples of the world as a historical heritage of mankind, the establishment of regularities of formation and functioning of the diversity of civilization of nomadic peoples in different historical periods, including modern conditions. An international scientific and practical conference will be held within the framework of the scientific program of the WNG Astana 2024.





OFFICIAL LOGOTYPE



WNG Astana 2024 visual identity

Emblem-logo

The logo has a rounded shape tending to an oval. There is a figure of a solar horseman in it. The outline of the general shape of the logo refers to handmade products, reminiscent of the elements of decoration of household items of nomads. The name of the 5th WNG is composed in an original font based on the Turkic runes of the beginning of the millennium. The color is taken from the environment of the material world of nomads.

The Organizing Committee for the Preparation and Holding of the 5th World Nomad Games Astana 2024

Mascot

The mascot of the first Nomad Games was a snow leopard. The organizers of the 4th Nomad Games in Turkey chose a wolf as their mascot. The symbol of the 5th WNG in Astana will be selected through a creative competition.

The mascot is traditionally made in the form of a soft toy, which is presented together with medals to the winners of the Games. A soft toy is one of the basic elements of the hospitality program and a traditional gift and souvenir at the Games.

A mascot, a life-size costumed character, is also an integral part of sporting events.

Slogan

The slogan is a short and deep phrase reflecting the idea of the Games in Kazakh «Ұлы Дала Дүбірі», English «**The Gathering of the Great Steppe**» and Russian «**Встреча в Великой Степи**».

Security

The security of Games participants, service personnel and spectators is one of the priority tasks of the WNG. Traditionally, the law enforcement agencies of the Republic of Kazakhstan are in charge of ensuring all types of security (public, information, anti-terrorism, fire safety, etc.) of major international sports projects, for which their representatives are included in the Organizing Committee of the Games. The Ministry of Interior, the National Security Committee, the Ministry of Defense, and the State Security Service are developing a joint action plan to ensure the security of the Games. All sports venues where the Games will be held undergo a special inspection on the eve of the competition. All entrance/exit areas of the facilities shall be equipped with special means of individual and hand luggage inspection. All sports facilities are divided into areas accessible only to athletes participating in the Games, service personnel, referees, coaches, as well as an area for spectator access. Access to these areas will be based on accreditation badges or entrance tickets. When addressing issues of public security, the Organizing Committee takes into account the fact that Kazakhstan is a tolerant, peace-loving state, which has not been involved in any military conflicts for many years. Kazakhstan is not prone to mass unrest, so one of the features of the WNG is to demonstrate friendliness, while providing security there will be a focus on demilitarization of places of stay and competitions. In addition to public security, prevention of emergency situations and fires plays a big role. Special equipment and checkpoints of the relevant services are deployed for this purpose.



Medical support

Taking care of the health condition of WNG participants and service personnel is also one of the priority tasks of the Organizing Committee. All facilities included in the WNG infrastructure are equipped with medical stations with specially trained medical personnel on duty. One or more ambulances will be on duty at all sports venues on WNG days. All medical institutions of the city involved in the organization of the WNG undergo special training and are ready to receive the participants of the Games who have received one or another injury or who have applied to the medical center with one or another medical indication. Also round-the-clock medical aid posts are organized during the days of the WNG in all places of residence of the Games participants.

Games Control Center

To provide a modern technological system of monitoring, control and quick response to emerging problems during major sports projects, a Games Control Center (hereinafter referred to as «GCC») is organized. The GCC is located in the territory of Kazanat race course, on the 1st floor, in the former VIP pavilion. The office of the WNG Directorate will be located on the ground floor.

It is an stand-alone location which houses the GCC headquarters formed from representatives of the Ministry of Culture and Sports of the RoK, the Astana Akimat, the Ministry of Foreign Affairs of the RoK, the WNG Directorate, representatives of security, defence and law enforcement agencies, public utility services (representatives of the public health authorities; the urban environment quality control body; the heat, power supply and public utility services; the investment and entrepreneurship development authority; the transport and road infrastructure services), Astanatelecom, transport and catering contractors, veterinary, customs services and other structures, enterprises and suppliers involved in the organization of the WNG. In the room where the GCC is located, a large LED screen is mounted, which displays cameras from all sites included in the WNG infrastructure, public areas, hotels, catering facilities, Ethno-Aul, etc. In case of any problems or emergencies, all information is instantly transferred to the GCC, and members of the headquarters make prompt decisions to eliminate the problems. Also the GCC will organize the work of the CALL Center, the number of which will be obligatorily provided to each foreign and domestic participant of the Games.

The GCC is open 24 hours a day, seven days a week from September 7 through September 15.

Ticket program

In order to control and regulate the attendance of spectators at sporting events, as well as to increase the economic results of the WNG, the WNG Organizing Committee Executive Directorate develops the WNG ticket program. Entrance tickets will be developed and sold for all sporting events, the opening and closing ceremonies held within the framework of the WNG Astana 2024. The ticketing system will be a state-of-the-art digital smart product. All tickets will be sold online through the WNG Organizing Committee's website, and souvenir tickets will also be available for sale.

Mass media and PR

The concept of promotion, popularization and advertising of the WNG should take into account modern trends, cover both national and international audiences, help attract spectators to the stands and fully cover all goals and objectives outlined in the Games master plan. For this purpose, within the framework of preparation and holding of the WNG, the Directorate organized the Press Service, which is intended to solve a set of tasks on information and image support of the competitions. They include informing and providing the mass media with information and reference materials on the preparation and conduct of the competitions, organizational support for the work of Kazakhstani and international journalists (accreditation, press services, press center), organization of press conferences, briefings, interviews of WNG speakers with mass media representatives, maintenance of the official website of the Games and corporate pages in social networks, etc.

For high quality and operative coverage of the WNG events, the Main Press Center will operate on the territory of the Argymak equestrian sports and recreation complex, equipped with more than 100 workplaces for accredited media, computers and other office equipment, wireless Internet, a LED-screen for online broadcasting of the competitions. The Main Press Center will have a hall for press conferences, press zones for participants' interviews, mobile studios of TV channels, etc. For the convenience of mass media representatives, sub-press centers with similar services will also be opened at all other venues involved in the WNG sports and science programs.



Broadcasts

All key events and competitions of the Games will be broadcast (including live broadcasting) within the framework of the WNG: the Opening Ceremony, the Closing Ceremony and all venues of the Games will be equipped with modern television complexes capable of filming and transmitting the signal to both domestic and international broadcasters. The best directors, cameramen and commentators with experience in international competitions and competitions in national sports, including previous WNGs, will be involved in the work of the TV crew.

The peculiarity of the WNG Astana 2024 in terms of broadcasting organization will be the combination of traditions of national sports competitions and modern technologies: the use of action cameras, drones and the most informative graphics.

Volunteers

Recruitment and training of around 1,000 volunteers is planned at a high organizational level for holding the WNG Astana 2024. The volunteer pool will be formed from the students of secondary and higher educational institutions of Astana, and not only. Modern international practice provides for the involvement of anyone of the working age, both residents and non-residents of the country who wish to participate in volunteer work. Volunteers are engaged for gratuitous assistance in the competition venues as assistants, in the places of accommodation and catering of guests, as well as for work in the office of the Directorate for the control of accreditation cards, entrance tickets and in many other areas.

WNG Astana 2024 Closing Ceremony

The 5th WNG Closing Ceremony will be organized in the Kazanat central race course. The closing ceremony will begin immediately after the final match of the finalist teams of the Kokpar tournament.

The parade of competitors will take place in the format of a common team, symbolizing the cohesion of athletes who have become one family during the Games.

