



**2022 Projects  
I AmChamPion Awards**

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## **1.A. U.S. Investment**

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# *PepsiCo*

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**Investment Area:** Production / Manufacturing

**Goal of the Investment:**

Industrial farming practices are used in agriculture to increase productivity and profitability. However, these methods harm the environment and impoverish the soil. In Turkey, conducted through contracted farmers in 20 cities over 4,000 hectares of land, producing 60% of Turkey's potato production for chips. "Regenerative Farming Project", with the support of PepsiCo Foundation and in collaboration with Anadolu Meraları, aims to repair the damage and to restore microbiological richness of soil.

**Description of the Investment:**

Within the scope of the project, about 1,000 farmers are trained in regenerative farming methods on a "demonstration farm" of 100 acres. Potato, sugar beet, sunflower and corn are planted in the "demo farm", using sustainable regenerative farming methods. The farmers are encouraged to use regenerative methods in their own fields and to introduce these methods to other farmers. It is planned to continue supporting 200 farmers through training and 75 farmers, particularly women and young farmers, through micro financial tools. Communication of the project is carried out through media on important days concerning farming; thus, awareness and consciousness on the issue are increased.

**Positive Effect of the Investment:**

Socially the project is well received by the Public and increased awareness on regenerative farming. So far, the project has Covered in a total of 123 news stories in the press and online platforms, reaching 4,609,631 readers, which is worth TRY 279,988 advertisements. The project is a continuation of PepsiCo's positive farming practices, which have been carried out since 2010. As a result of the regenerative farming practices in the "demo farm", the input required for potato has decreased 70%.

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## ***The Kraft Heinz Company Türkiye***

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**Investment Area:** Production / Manufacturing

**Goal of the Investment:**

The Kraft Heinz Company has invested in Türkiye, aiming for sustainable business growth through enhanced scale & agility; and a positive effect on Turkish economy; with a solid confidence in the potential of Türkiye, where the company aims to expand the Heinz brand. Aligned with its international growth strategy focused on taste elevation and foodservice, Kraft Heinz's objective is to make Türkiye a production and exports' hub for its MEA region and European markets.

**Description of the Investment:**

In a time of sustained difficulties and uncertainties in the global economy, The Kraft Heinz Company has invested in Türkiye, to purchase Assan Foods from privately held Turkish conglomerate Kibar Holding in a deal that values the enterprise at approximately \$100 million. Immediately after the initial acquisition investment and the formal closing of the deal, and while the merger with is in existing Turkish entity in progress, Kraft Heinz has initiated an additional \$ 50 million investment, mainly to implement IT Infrastructure (\$25 million) and increase capacity through the new Heinz Tomato Ketchup ("TK") Production Line to locally produce the world-famous Heinz TK in Türkiye. The acquisition brings the know-how, innovation and production capabilities, and the significant distribution network of high-performance organisations. Kraft Heinz is willing to make its investment in Türkiye a manufacturing and exports hub for its MEA region and European markets.

**Positive Effect of the Investment:**

Kraft Heinz increased the employment in Türkiye by %9 (%18 white collar, %5 blue collar). In addition to technology and know-how transfer for Heinz TK; the investment offers new possibilities for Turkish tomato farmers. Kraft Heinz further implemented its responsible agricultural practices and commitment to Sustainable Agriculture embodied by its Sustainable Agriculture Program, which guides its engagement strategy toward sustainably sourcing 100% of the unique Heinz Ketchup Tomatoes by 2025.

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## **DowAksa**

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**Investment Area:** Production / Manufacturing

**Goal of the Investment:**

DowAksa produces carbon fiber and composite materials for wind energy, automotive and infrastructure industries. The company plans to grow rapidly in these sectors to meet the growing domestic & global demand. By sustaining its growth with new investments, DowAksa aspires to become one of the largest, most competitive, and the most innovative companies in its field while continuing to provide domestic supply security, employment, and value-added exports for Türkiye.

**Description of the Investment:**

Carbon fiber is a strategic material uniquely used for light weighting, while simultaneously improving the strength and stiffness of the final product versus competitive materials like steel and aluminium. DowAksa's production facilities in Yalova are fully integrated from the basic raw materials down to the finished products as well as key downstream process technologies. Its new investment, a 117,000-square-meter new facility built next to its current one, will expand the company's production capacity by 50%, creating 500 new jobs in Yalova and consolidating the company's current and future capacity to initially address the growing demand of the wind energy industry. The facility will also serve the needs of the fast-growing international automotive industry as well as sectors consuming carbon fiber containing composites that are critical to Turkey's domestic needs.

**Positive Effect of the Investment:**

DowAksa's new investment in Yalova will not only bring value-added export and create 500 new direct employment in Türkiye, but it will also improve Türkiye's self-sufficiency in strategic sectors and contribute to the country's domestic production growth. It will also help raise the bar for local content creation in wind power projects.



## **1.B. Impact Investment**

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# *PepsiCo*

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**Investment Area:** Production / Manufacturing

**Goal of the Investment:**

Industrial farming practices are used in agricultural to increase productivity and profitability. However, these methods harm the environment and impoverish the soil. In Turkey, conducted through contracted farmers in 20 cities over 4,000 hectares of land, producing 60% of Turkey's potato production for chips. "Regenerative Farming Project ", with the support of PepsiCo Foundation and in collaboration with Anadolu Meraları, aims to repair the damage and to restore microbiological richness of soil.

**Description of the Investment:**

Within the scope of the project, about 1,000 farmers are trained in regenerative farming methods on a "demonstration farm" of 100 acres. Potato, sugar beet, sunflower and corn are planted in the "demo farm", using sustainable regenerative farming methods. The farmers are encouraged to use regenerative methods in their own fields and to introduce these methods to other farmers. It is planned to continue supporting 200 farmers through training and 75 farmers, particularly women and young farmers, through micro financial tools. Communication of the project is carried out through media on important days concerning farming; thus, awareness and consciousness on the issue are increased.

**Achieved Social or Environmental Outcomes with the Investment:**

Socially the project is well received by the Public and increased awareness on regenerative farming. So far, the project has Covered in a total of 123 news stories in the press and online platforms, reaching 4,609,631 readers, which is worth TRY 279,988 advertisements. The project is a continuation of PepsiCo's positive farming practices, which have been carried out since 2010. As a result of the regenerative farming practices in the "demo farm", the input required for potato has decreased 70%.



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# Medtronic

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**Investment Area:** R&D / Innovation Center

**Goal of the Investment:** HCPs and experts have opportunity to explore, gain professional experience and increase their technical competency by performing a range of surgical procedures in a simulated environment. This will have a tremendous impact on accessibility to life saving technologies in remote and underserved areas as well as the quality of care provided. We strive to increase the number of practitioners to radically expand healthcare access and allow patient to receive high quality care.

**Description of the Investment:** Medtronic Innovation Center (MIC) Istanbul, Türkiye is a world-class training hub that provides healthcare professionals access to specialized cutting-edge training techniques that includes, but not limited to, live tissue procedures and simulation of real-world operating environments. The current integrated clinical training specialized laboratories provide ideal environment for HCPs to acquire unique surgical and cardiac therapeutic skills. MIC is expanding its capabilities to offer further specialized medical trainings targeting the following additional therapies: Cardiac Surgery, Structural Heart, Cranial & Spinal Technologies, Ear Nose Throat, Renal Care, Robotics. Additionally, the Center is embracing the remote and digital transfer of knowledge by introducing mixed reality training modalities. MIC in Istanbul, was established in 2014 with an aim to elevate the standards of quality care and dismantle barriers to health equity through training and capacity building of healthcare professionals.

**Achieved Social or Environmental Outcomes with the Investment:** The new capabilities will permit focus on additional therapeutic specialties, expanded reach to HCPs from new geographies and enhancing their skill levels. Healthcare professionals and experts have the opportunity to explore, gain professional experience and increase their technical competency by performing a range of surgical procedures in a simulated environment. This will have a tremendous impact on accessibility to life saving technologies in remote and underserved areas/countries as well as the quality of care provided. Through this investment, we strive to increase the number of practitioners in emerging markets to radically expand healthcare access and allow patient to receive high quality care and treatment in their home countries.

**Measurable Figures Related to the Investment:** Current MIC facility with 25M USD supports 35-40% of business. With additional 10M USD investment we will cover 100% of business.

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# Goodyear

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**Investment Area:** Renewable Energy

**Goal of the Investment:**

To use less energy when producing and reach 100% renewable energy by the end of 2022.

**Description of the Investment:**

Our plants in Adapazarı and Izmit, have installed projects on solar energy.

**Achieved Social or Environmental Outcomes with the Investment:**

With our aim to reach 100% renewable energy, our plants in Adapazarı and Izmit have invested USD 890,000 for the solar wall and solar panel projects in 2022 and we will be 100% renewable at the end of 2022.

**Measurable Figures Related to the Investment:**

Our plants reduced energy consumption by 924 tons of Co2 in 2021 by the help of the energy saving projects completed.

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# Amgen Turkey

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**Investment Area:** Services

**Goal of the Investment:**

ESG performance is a noteworthy way of evaluating Amgen's performance on material environmental, social and governance topics. Since Amgen's mission is to serve patients, our ESG approach enables us to achieve that mission responsibly. Internally, ESG performance guides Amgen's efforts to do the right thing for our employees, our patients and our communities. Externally, ESG performance guides how investors and society at large evaluate Amgen's corporate responsibility performance.

**Description of the Investment:**

As a leading biotechnology company, we know our work to build trust with society extends far beyond researching and developing innovative workplaces, protecting the environment, and adhering to high ethical standards in all aspects of our business. Environment: We're dedicated to practices that strengthen our business while reducing our environmental impact. Social: From helping to provide access to our medicines to increasing the diversity of our workforce, we're committed to improving the lives of all our stakeholders. Governance: Strong governance practices are essential to providing long-term value for our shareholders, customers, employees and communities. Amgen's ESG framework is built on four strategic pillars: Healthy People, Healthy Society, Healthy Planet, and A Healthy Amgen. This framework facilitates our ability to address the interconnectivity of issues in a holistic way across our business and integrate these activities more closely with our long-term strategy.

**Achieved Social or Environmental Outcomes with the Investment:**

Making a positive difference in the world is at the heart of what we do at Amgen, it goes beyond making vital medicines. We are working to help build a better world by focusing on ESG topics that matter most to our business and our stakeholders. We started our working groups around ESG: developed our D&I and Wellbeing culture, supported projects around Access to Medicine, Health Equity, Social Responsibility, Business Ethics, Governance, Security and Environmental Sustainability. Internally, we created awareness around D&I and wellbeing. Externally, we supported a cancer patients association's 2 projects regarding cancer patients and their treatment process. We partnered various NGOs for education, diseases, children, women and disabled people around community awareness projects. We established our volunteerism group, "Gönlü Sorumlular" within the company and participated in many projects together with the employees. We localised Amgen Foundation's science projects and programs in Turkey.

### **Measurable Figures Related to the Investment:**

With the projects, we reached out to 3,000 people in total, since 2021. We keep supporting the NGOs and their projects which create value in society. We care about sustaining the relationship with those associations. The total # of partnerships are 20 too.



## 2. Regional Hub

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## ***Medtronic***

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**Regional Hub Type:** Education & Training Hub

**Number of Countries Managed from Türkiye:** 35

**Regions Managed from Türkiye:** Central & Eastern Europe, Middle East, Africa, Russia

**Positive Impact of the Regional Hub to Türkiye:**

The new capabilities will permit focus on additional therapeutic specialties, expanded reach to HCPs from new geographies and enhancing their skill levels. Healthcare professionals and experts have the opportunity to explore , gain professional experience and increase their technical competency by performing a range of surgical procedures in a simulated environment . This will have a tremendous impact on accessibility to life saving technologies in remote and underserved areas/countries as well as the quality of care provided. Through this investment, we strive to increase the number of practitioners in emerging markets to radically expand healthcare access and allow patients to receive high quality care and treatment in their home countries.

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## ***PepsiCo Turkey***

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**Regional Hub Type:** Service Hub

**Number of Countries Managed from Türkiye:** 2

**Regions Managed from Türkiye:**

Western Europe, Central & Eastern Europe

**Positive Impact of the Regional Hub to Türkiye:**

Delivers cost savings for increased service offerings. Enables more effective ways of working by aligning best practice across markets. Removes duplication of operational management. Creates consistency across our services and more robust cross market trending of potential issues

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## ***Coca Cola Turkey***

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**Regional Hub Type:** Management Hub

**Number of Countries Managed from Türkiye:** 25

**Regions Managed from Türkiye:** Asia, Middle East, Pakistan, Afghanistan and Israel

**Positive Impact of the Regional Hub to Türkiye:**

Our regional headquarter in Istanbul oversees 25 countries in the Eurasia Middle East Region with more than 10 bottling partners and business partners. Coca-Cola Eurasia Middle East Hub-Turkey Office supports the region in marketing, strategy, technical and supply chain, public affairs, and sustainability areas with 84 associates working in the Turkey office. In addition, 9 associates are working for global Coca-Cola Corporate and 29 talents are exported to either other global regions. At Coca-Cola, we support our bottling and business partners, grow together in the geography we operate, and build solid and valuable brands: Our anchor bottler Coca-Cola İçecek expanded its operations to 11 countries in this geography contributing to the economy by creating employment for more than 10 thousand people directly through 30 factories. We also grow our suppliers from Turkey, we have 4 suppliers supplying fruit juice raw concentrate to EU markets and US with a volume of 10 Mio USD in 2021.



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## ***Novo Nordisk***

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**Regional Hub Type:** Management Hub

**Number of Countries Managed from Türkiye:** 103

**Regions Managed from Türkiye:** Central & Eastern Europe, Middle East, Africa

**Positive Impact of the Regional Hub to Türkiye:**

Novo Nordisk's operations in 103 countries with a total population of 2 billion are managed from SEEMEA regional office in Istanbul.

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## ***Mars Food Group***

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**Regional Hub Type:** Logistics Hub

**Number of Countries Managed from Türkiye:** 6

**Regions Managed from Türkiye:** Caucasus and central Eurasia

**Positive Impact of the Regional Hub to Türkiye:**

Following the geopolitical changes, we made a decision to re-arrange our products route to market in Eurasia and established a major Logistics Hub in Turkey. Our priority is to ensure the product availability for our customers. With this motive, we started an alternative sourcing project with involvement of multiple parties from Europe, Central Asia, Turkey and with a great commitment & cooperation. Within the scope of the project, Turkey started to serve as a Logistics Hub through transit trade from Europe to Azerbaijan, Georgia, Uzbekistan, Mongolia, Tajikistan and Turkmenistan. Since then, we have shipped hundreds of trucks and still count. We tried something new which was never tried before; thus we created a new sourcing model for our company which can be expanded with new product categories and set an example by also contributing to the Turkish economy directly via income tax generation and indirectly via increasing our Turkish partners' revenue.

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## ***Ford Otosan***

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**Regional Hub Type:** Production/Manufacturing Hub

**Number of Countries Managed from Türkiye:** 85

**Regions Managed from Türkiye:** Western Europe, Central & Eastern Europe, Asia, Middle East, Africa, Russia, Americas, Australia New Zealand, New Caledonia

**Positive Impact of the Regional Hub to Türkiye:**

FO (Ford Otosan) provides, 27% of Turkey's automotive production, 30% of Turkey's CV (Commercial Vehicle) sales, 71% of Turkey's CV production, 77% of Turkey's CV exports. CVs manufactured by FO in Turkey are exported to 85 countries in 5 continents. 88% of Ford's Transit sales in Europe and 74% of all Ford vehicles sold in Europe are produced by FO. F-Trucks, Ecotorq Engine and transmission are produced domestically, intellectual property is 100% owned by FO. F-Trucks are exported to 42 countries. From R&D to marketing, from production to after-service, truck business is under the governance of FO. In 2021, \$6.2 billion export revenue in total of \$8 billion. As of October 2022, 15K employment in Turkey, and 20K employment including FO Craiova. 6 of the 9 Ford EVs (Electric Vehicles) to be produced by 2024 will be produced by FO. Considering 2027+, 1 out of every 2 vehicles sold will be an EV, FO will increase its importance as an EV transformation & production hub.

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## ***PwC Türkiye***

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**Regional Hub Type:** EQUAL-SALARY Certification Hub

**Number of Countries Managed from Türkiye:** 12

**Regions Managed from Türkiye:** Central & Eastern Europe, Asia. Middle East, Africa

**Positive Impact of the Regional Hub to Türkiye:**

PwC Türkiye is collaborating with PwC Switzerland and EQUAL-SALARY Foundation(ESF) as the regional hub for EMEA to deliver EQUAL-SALARY Certification(ESC) projects. ESF is a non-profit organization with a mission to develop a practical and scientific tool that allows companies to verify and communicate their commitment to equal remuneration policies on local and global scale. PwC Türkiye became the regional audit hub in 2020 both to execute and develop this service among EMEA with a dedicated team who are trained as practitioners to conduct ESC audits with a geographical scope of 12 countries which is continuing to expand. Impact of this regional hub is not just supporting the audited companies' equal pay policies but also contributing to the development of gender equality in EMEA. As of 2022, in addition to the ongoing global projects, there are 2 new companies from Türkiye committing to ESC both on local and global scale.



## **3.A. Climate Action**

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## ***Linde Gas Turkey***

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**Action Name:** Carbon dioxide as an environmental solution for Water Treatment process

**Action Goal:**

We contribute to the preservation of cleaner natural resources for future generations by creating ecologically friendly solutions for waste water treatment processes.

**Detailed Action Description:**

We avoid water pollution with our CO<sub>2</sub> solutions rather than the conventional acid technique utilized in waste water management. Scope and deliverables: In companies producing denim and semi-denim fabrics, acid is used to transfer the used water to the recycling system. The wastewater temperature is around 35-40 °C on average. Input Ph value varies between 12.40-12.80 max. The wastewater flow rate is 700,000 m<sup>3</sup> per year. The annual consumption of Sulfuric acid in an average customer is 1.260.000 kg. Acid/water Ratio is calculated as 1.82 kg/m<sup>3</sup>. We provide customers with the carbon dioxide process, which is an environmentally friendly and safe practice, avoiding the cost and harmful effects of acid.

**Verifiable Social and Environmental Benefits of the Action:**

2015-2022 (7 years) results:

- Amount of Prevented Acid: 79.243.920 kg
- Water recovered from acid contamination: 49,759,427 m<sup>3</sup>
- CO<sub>2</sub> emitted by adding the function: 46,759,427 kg
- Contributed savings to our customers: \$7,968,567

2030 Targets (2015-2030):

- Amount of Prevented Acid: 150.000.000 kg
- Water saved from contamination with acid: 100,000,000 m<sup>3</sup>
- CO<sub>2</sub> emitted by adding the function: 110.000.000 kg

**Worth of Contribution if Available (USD):** \$7,968,567

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# *PepsiCo*

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**Action Name:** Lay's Regenerative Agriculture Action Goal:

Industrial farming practices are used in agriculture to increase productivity and profitability. However, these methods harm the environment and impoverish the soil. In Turkey, conducted through contracted farmers in 20 cities over 4,000 hectares of land, producing 60% of Turkey's potato production for chips. "Regenerative Farming Project", with the support of PepsiCo Foundation and in collaboration with Anadolu Meraları, aims to repair the damage and to restore microbiological richness of soil

**Detailed Action Description:**

Within the scope of the project, about 1,000 farmers are trained in regenerative farming methods on a "demonstration farm" of 100 acres. Potato, sugar beet, sunflower and corn are planted in the "demo farm", using sustainable regenerative farming methods. The farmers are encouraged to use regenerative methods in their own fields and to introduce these methods to other farmers. It is planned to continue supporting 200 farmers through training and 75 farmers, particularly women and young farmers, through micro financial tools. Communication of the project is carried out through media on important days concerning farming; thus, awareness and consciousness on the issue are increased.

**Verifiable Social and Environmental Benefits of the Action:**

Socially the project is well received by the Public and increased awareness on regenerative farming. So far, the project has Covered in a total of 123 news stories in the press and online platforms, reaching 4,609,631 readers, which is worth TRY 279,988 advertisements. The project is a continuation of PepsiCo's positive farming practices, which have been carried out since 2010. As a result of the regenerative farming practices in the "demo farm", the input required for potato has decreased 70%.

**Worth of Contribution if Available (USD):** N/A

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## ***Coca Cola Turkey***

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**Action Name:** Agriculture of the Future – (Konya and Harran Region)

**Action Goal:**

Conventional agricultural methods used in the region make the soil vulnerable to extreme climatic events. Agriculture of the Future was initiated in 2013 in cooperation with the Ministry of Agriculture, Forestry General Directorate of Agricultural Reform and Nature Conservation Centre with an aim to develop a comprehensive model based on sustainable land and water use in agricultural practices, which have nature conservation implications to facilitate farmers' fight against climate change.

**Detailed Action Description:**

The most important factor in sustainable agriculture is the protection of soil and water resources, which are indispensable for agriculture. The Project areas Konya Closed Basin and Harran Plain, are already suffering from erosion, desertification, and salinization due to the excessive use of natural resources. Climate change exacerbates these problems and adds new ones such as a reduction of precipitation, increasing extreme events, and increasing pest and disease spreads. Therefore, the project developed a comprehensive model fulfilling environmental, social, and economic requirements of sustainability and climate change adaptation. The activities include the implementation of direct seeding, windbreaks, nature-friendly fertilisation, efficient irrigation techniques, biological control of rodents, and digital farming techniques along with theoretical and practical training which are in line with the Conservation Agriculture concept promoted by FAO.

**Verifiable Social and Environmental Benefits of the Action:**

3377 Mio L Water replenishment (100% of the water used by Coca-Cola factories in TR) . 300 farmers reach 200.000 trees for windbreaks, 15.000 decars of direct seeding, 150 bespoke for biological control. Irrigation 25% decreased by drip and night irrigation. 160.000 litres of fuel saved. 431 tons of CO2 emissions prevented, 478 tons of CO2 captured.1.500 stakeholders from local communities, authorities, academicians, and NGOs with 40 training.

**Worth of Contribution if Available (USD):** 2.572.483 USD



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## *Trane Türkiye*

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**Action Name:** Decrease the global warming potential of cooling refrigerants & using seawater as a cooler of chillers

**Action Goal:**

Thanks to the new low - gwp refrigerants, we have decreased the potential gwp level from 1300 to 1 in all cooling systems. In addition to this, we use seawater in order to cool the chiller condenser water which allows us to decrease the total water consumption.

**Detailed Action Description:**

The project, which is part of a waterfront revitalization project on the coastline of the Istanbul Bosphorus, marks the first adoption of a three-water-cooled chiller unit that utilises a seawater condenser in Turkey. The overarching success story of this project lies in being the first of a new generation of low global warming potential refrigerant units, magnetic bear compressors, and seawater cooling condenser chillers used in a sustainable manner. Traditional chiller condenser water temperatures are 30-35 degrees Celsius, but the seawater in this project is 23-29 degrees Celsius offering a 30 percent average increase in capacity and overall efficiency. The use of natural seawater to cool the chiller condenser has created the biggest value for the investors of the hotel project. We believe that this project is a very good reflection of Sustainable Cities and Climate Action SDGs.

**Verifiable Social and Environmental Benefits of the Action:**

To decrease the gwp from 1300 to 1 level is a giant step to reduce the effect of these chillers to the climate. The atmospheric life of the new refrigerant has decreased from 13.4 years to 16 days. Besides, thanks to the seawater cooling system, we decrease the water consumption of the hotel and increase the total efficiency and capacity.

**Worth of Contribution if Available (USD):** N/A

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## **C.H.Robinson**

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**Action Name:** Switching to Low Carbon Transportation

**Action Goal:**

The global transportation sector is a major polluter and in 2020 produced approximately 7.3 billion metric tons of carbon dioxide (CO<sub>2</sub>) emissions. And transporting goods is a big part of it. NIKE and C.H.Robinson brought forces together in order to find ways to lower the carbon emission in transporting goods for one the largest apparel and sports brands in the world.

**Detailed Action Description:**

NIKE has multiple manufacturers in Turkey where they supply a respectful amount of their products sold in Europe and the UK. Goods from those manufacturers were used to be delivered via trucks to final markets via road transportation which was causing significant carbon emission considering the number of trucks used(circa 1000 trucks per year). As CH Robinson, we worked along with the NIKE team in order to identify how to lower the carbon emission while ensuring their supply chain remains agile. Process started back in September 2020.In mid 2021, it was agreed that switching the transportation mode (from road to IM/Rail shipments) is feasible and the process continued. First trial shipments via rail were conducted in April 2022.After successful trial shipments NIKE has fully switched the transportation mode and now 95% of their total shipments are being moved via rail while ensuring their products still get to their warehouses and end customers on time and yet causing significantly low carbon emission!

**Verifiable Social and Environmental Benefits of the Action:**

Environmental impact of the project could be summarised and verified as follows: If NIKE was going to stay using the previous transportation mode (ROAD), annual total CO<sub>2</sub> Emission was going to be 5.602,98 (metric tons) . By using rail option, annual total CO<sub>2</sub> emission is reduced to 2.419,00 (metric tonnes) Therefore, 3.183,98 metric tons of carbon is saved. Which is equivalent of 265.332 trees! 1040 shipments per year from Esenyurt to Grobbendonk, Belgium.

**Worth of Contribution if Available (USD):** N/A

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# *Johnson Controls*

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**Action Name:** Openblue solutions

**Action Goal:**

OpenBlue has a comprehensive suite of apps and solutions to deliver on Sustainability Goals, Occupant Comfort and Wellbeing goals and Operational Efficiencies. OpenBlue solutions enable customers to achieve their sustainability strategy and goals that can drive significant improvement in energy efficiency and corresponding carbon emissions.

**Detailed Action Description:**

OpenBlue was designed with agility, flexibility and scalability in mind, to enable buildings to become dynamic spaces. In leveraging the OpenBlue platform, customers will be able to manage operations more systemically, delivering buildings that have memory, intelligence and unique identity. The platform infuses the OpenBlue suite of solutions and services with award-winning artificial intelligence (AI), combining data from both inside and outside of buildings. Using a virtual assistant, employees can book meeting reservations, adjust the building temperature controls and manage parking spaces. By integrating OT and IT systems, Microsoft and Johnson Controls have enabled a frictionless building with AI-based predictions and automated controls that improve building efficiency, employee happiness and space utilisation while reducing overall operating expenses.

**Verifiable Social and Environmental Benefits of the Action:**

Openblue empowers customers to drive ESG goals by enabling energy savings up to 50% and a corresponding drop in CO2 emissions. Besides this; Improve Quality of Life of Employees by 20% (from Baseline). Create a paper-free environment, Net Zero Carbon Emissions within 2 Years of Operation. Reduce Energy Consumption by 5%, Reduce Water Consumption by 20%, Improve Productivity of the Workforce. Improve Employee Health & Comfort, Improve Space Utilization, Improve Efficiency of Visitor Experience.

**Worth of Contribution if Available (USD):**

By connecting HVAC equipment with new data and AI, users of the platform can expect 20-60 percent cost savings by optimising the performance of the full HVAC system across energy costs and IAQ parameters. At one of our projects nearly \$4m (USD) in energy savings were achieved by utilizing OpenBlue Net Zero Buildings suite of AI-enabled solutions.

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## *Hilton Türkiye*

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**Action Name:** Carbon Neutral Meetings Action Goal:

Using the Hilton's LightStay corporate responsibility management system, Hilton provides a detailed estimate of the carbon emissions associated with a specific meeting or event. Carbon offsets can be used to mitigate carbon emissions, such as those associated with meetings and events. Hilton, in partnership with South Pole, can provide clients with carbon neutral meetings by investing in high quality carbon reduction projects that are aligned with the United Nations' Sustainable Development Goals.

**Detailed Action Description:**

By leveraging the property specific data in LightStay, we offer Carbon Neutral Meeting/Events, where the CO2 emissions created from the meeting activities are offset by carbon credits, which contribute to projects that reduce greenhouse gas emissions. LightStay's Meeting Calculator facilitates the offset of the carbon footprint of meetings by using each property's unique consumption data to create a custom report detailing the predicted carbon, energy, water and waste generated by a meeting or event. The proprietary tool helps meeting planners and guests convene in a more sustainable way, reducing the environmental profile of their stay by making informed, low-waste choices and providing options for offsetting any remaining carbon impact. We work with our partner South Pole to purchase the carbon credits for our Carbon Neutral Meeting offering. These credits fund projects that are located across the globe, including nature-based climate solutions and clean energy and community projects.

**Verifiable Social and Environmental Benefits of the Action:**

51.029 metric tons CO2 offset to date. 49% reduction in carbon emissions intensity. Signed on as the first hospitality company to commit to the U.S. Department of Energy Better Climate Challenge. 39% reduction in water intensity. 70% reduction in landfilled waste intensity

**Worth of Contribution if Available (USD):** N/A

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## Goodyear

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**Action Name:** Use less when shipping and after end-of-life Action Goal:

2030 Targets: Using 2019 as a base year, Goodyear is committed to reducing our Scope 1 and 2 emissions by 46% by 2030 and relevant Scope 3 emissions by 28% over the same time frame. 2050 Target: Goodyear announced our goal to reach net-zero value chain greenhouse gas (GHG) emissions by 2050.

**Detailed Action Description:**

We continuously invest in our products and distribution network to increase our direct shipment from plants to customers. Goodyear Turkiye has decreased its CO2 emission by 261 tons by increasing the direct shipment ratio from 46% in 2019 to 72% in 2021. In accordance with the ELT Regulation in place, 80% of the tires sold to replacement channels in tonnes by Goodyear Turkiye every year, is collected by LASDER and recycled by granular and pyrolysis manufacturers and by cement factories as an alternative fuel. CO2 emission is decreased by 97 Ktons from the recycling of ELTs collected by LASDER on behalf of Goodyear.

**Verifiable Social and Environmental Benefits of the Action:**

LASDER **collected** and recycled 300 Ktons of ELT on behalf of Goodyear between 2019 and 2021, contributing to the Turkish economy at the level of 88 M USD. Goodyear Turkiye has decreased its CO2 emission by 261 tons\* by increasing the direct shipment ratio from 46% in 2019 to 72% in 2021.

**Worth of Contribution if Available (USD):**

It is a long-term capability investment on our products and our network.

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## ***Ford Otosan***

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**Action Name:** Future.Now! Ford Otosan Climate Action in Operations

**Action Goal:**

Ford Otosan, driving electrification in the automotive industry with ongoing investments and technological advancements, has committed to long-term sustainability goals with its “Future Now” vision. With a goal beyond regulations, Ford Otosan aims to become carbon neutral by 2030 at its local production sites and Turkey’s largest R&D center. Our goal is to lead the sustainability transformation in the Turkish automotive industry in line with the approach of limiting global warming to 1,5° C.

**Detailed Action Description:**

Ford Otosan declared its targets that will transform the future of the Turkish automotive ecosystem in many fields from climate change to circular economy, diversity & inclusion and social development throughout the value chain. In 2021, we carried out a comprehensive priority analysis to determine the topics to be prioritised in the areas of sustainability. We identified the highest prioritized environmental focus area is climate action. For climate action in operations, Ford Otosan aims to become carbon neutral by 2030 at its local production sites and R&D center. We have clarified our emission reduction roadmap including innovative projects, initiatives and actions applied for the first time in the industry until 2030. In this context, we carried out 22 projects at our facilities while reducing GHG emissions by 1.496 tCO<sub>2</sub> in 2021. Also, we’ve supplied electricity from 100% renewable sources, and we prevented 113.847 tCO<sub>2</sub> in 2021 additionally. These actions are compatible with our 2030 target.

**Verifiable Social and Environmental Benefits of the Action:**

We make efforts to minimise our environmental impact at all phases from the energy used in production to develop innovative projects creating social benefits in line with the goal of becoming carbon-neutral by 2030. We achieved 1.496 t CO<sub>2</sub> emission reduction with the projects in 2021. Also, 113.847 tCO<sub>2</sub> emissions were prevented in 2021 with 100% renewable electricity supply. We organized trainings to increase our stakeholders’ sense of responsibility and awareness about environment and energy.

**Worth of Contribution if Available (USD):**

Through energy efficiency projects, we saved a total of USD 878,662 in costs while reducing greenhouse gas emissions by 1.496 tons of CO<sub>2</sub> e in 2021.

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## ***MSD Animal Health Türkiye***

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**Action Name:** Get Outside & Protect Our Pets

**Action Goal:**

A healthy planet is essential to human health and sustainability of our business. Our Company has a long history of environmental stewardship & compliance and we realize that our strategy & efforts need to continuously evolve in the face of a changing climate. Our environmental sustainability strategy has three focus areas: 1-Driving operational efficiency, 2-Designing new ways of working to increase environmental impact, 3-Implementing awareness campaigns and taking ownership of One Health.

**Detailed Action Description:**

Our initiative: “Get Outside & Protect Our Pets”(GOPOP) is a pioneering collaboration for One Health & Environmental Sustainability, since it’s the 1st public raise awareness activity organized by a pharma-company with cooperation between Animal & Human Health teams. The main focus in GOPOP initiative are on SDG13:Climate Action & SDG15:Life on Land. In order to raise the importance of SDGs&One Health, we presented GOPOP to the officers of İstanbul Metropolitan Municipality as we plan to collaborate with the officials in coming months. The 1st phase of the initiative included an outdoor organization held in Nov. 2021. We spread the word to our teams and shared a press release with a strong message: We emphasise at every opportunity that human, animal, environmental health are inseparable and contribution to any link of the chain will affect the whole system. We’re aware that we’ve a responsibility to protect our shared environment & increase the health+welfare of our animal friends.

**Verifiable Social and Environmental Benefits of the Action:**

Post-activity communication materials include a press release which were shared by trade and national media outlets. Our news story featured by DHA (Demirören News Agency) & PetInfo Industry Magazine, trade magazine in the companion animal sector. We’ve made a great contribution & awareness in regard to One Health as our stories of cleaning 22,5km ways covers an area of 156.671m’ published in 20 media outlets and reached 150,000 people.

**Worth of Contribution if Available (USD):** The key metrics are; 11 staff and 5 family members were involved. Passer-by pet owners paid attention to our activity. With this opportunity we informed them about GOPOP and One Health and gave them a dog waste bag and bandana. Staff pets involved 3 , many stray pets involved.Extra-large teal bags of rubbish cleared. 12 Photographs and videos taken.371 Articles in local and national media.



## **3.B. Sustainable Development**



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## *Aladdin Middle East*

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**Project Name:** AME ERUH SUSTAINABILITY PROJECT

**Project Goal:**

AME engages and consults with local communities to uAME partners with and invests in communities close to our operations to achieve mutual long-term benefits, and we see it as our responsibility to help local people develop the skills to thrive and play their part as we work with them to unlock the potential of Turkey's natural resources.

**Project Description:**

Detailed information on the correlation with SDG4 Quality Education, SDG6 Clean Water and Sanitation, SDG8 Decent Work and Economic Growth, SDG9 Industry, Innovation and Infrastructure, SDG12 Responsible Consumption and Production and SDG17 Partnerships for the goals is provided as a presentation.

**Impact on SDGs with Measurable Results:**

Occupational Training for more than 100 villagers, 3,5 km long water pipeline for Gedikasar village, transportation fleet established by local entrepreneurs, improvement of 5 km long mountain road to Gedikasar village, Environmental Impact Assessment Positive Certificate, Zero Waste Certificate

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## ***PepsiCo Turkey - 1***

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**Project Name:** Lay's Regenerative Agriculture

**Project Goal:**

Industrial farming practices are used in agriculture to increase productivity and profitability. However, these methods harm the environment and impoverish the soil. In Turkey, conducted through contracted farmers in 20 cities over 4,000 hectares of land, producing 60% of Turkey's potato production for chips. "Regenerative Farming Project ", with the support of PepsiCo Foundation and in collaboration with Anadolu Meraları, aims to repair the damage and to restore microbiological richness of soil.

**Project Description:**

Within the scope of the project, about 1,000 farmers are trained in regenerative farming methods on a "demonstration farm" of 100 acres. Potato, sugar beet, sunflower and corn are planted in the "demo farm", using sustainable regenerative farming methods. The farmers are encouraged to use regenerative methods in their own fields and to introduce these methods to other farmers. It is planned to continue supporting 200 farmers through training and 75 farmers, particularly women and young farmers, through micro financial tools. Communication of the project is carried out through media on important days concerning farming; thus, awareness and consciousness on the issue are increased.

**Impact on SDGs with Measurable Results:**

Socially the project is well received by the Public and increased awareness on regenerative farming. So far, the project has Covered in a total of 123 news stories in the press and online platforms, reaching 4,609,631 readers, which is worth TRY 279,988 advertisements. The project is a continuation of PepsiCo's positive farming practices, which have been carried out since 2010. As a result of the regenerative farming practices in the "demo farm", the input required for potato has decreased 70%.

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# Honeywell

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**Project Name:** Honeywell Ecofining™ Technology For First Biofuel Production In Türkiye Pioneered By Türkiye's Largest Company Tüpraş

**Project Goal:**

Increase sustainable fuel production in Türkiye by using feedstocks such as used cooking oil and waste animal fat. Honeywell and Tüpraş signed a licensing agreement for the use of Honeywell UOP Ecofining™ technology. Tüpraş will produce the first Sustainable Aviation Fuel of Türkiye and will utilize the Honeywell Ecofining™ process, and realize a capital efficient and high yield solution, ideal for producing biofuels and petrochemical precursors from renewable feedstocks.

**Project Description:**

UN SDG 7.2-13.2-12 Tüpraş has set out to become carbon neutral by 2050, while expanding into new sustainable business areas, guided by the UN SDGs. Biofuels will play a major role in the decarbonization of the industry and Tüpraş aims to become the largest SAF supplier in Türkiye. In line with this strategy, Tüpraş will add SAF to its product portfolio as a sustainable solution for the aviation market. In this scope, Tüpraş selected Honeywell Ecofining™ technology for biofuel production in Türkiye. Accordingly, Tüpraş will licence Honeywell UOP Ecofining™ technology to produce biofuels from feedstocks such as used cooking oil and waste animal fat at their refinery in İzmir, Türkiye. The new Ecofining™ plant will convert approximately 8,300 barrels per day of waste feeds/feedstocks to SAF, renewable diesel, and other products. This project fully correlates with the United Nations, SDG Target 7.2: By 2030, substantially increase the share of renewable energy in the global energy mix.

**Impact on SDGs with Measurable Results:**

Tüpraş aims to process 400000 tons of bio feedstock by 2030 and triple the SAF production capacity by 2035. The new Ecofining™ plant will convert 8,300 barrels per day of waste feeds/feedstocks to SAF, renewable diesel, and other products. 8300 barrels/day fuel is equivalent to almost 960 000 ton/year of CO2 emission. Up to 80% of it can be prevented adapting SAF usage in aircrafts which is equivalent to contribution of up to 900 000 acres of forests CO2 sequestration capacity in 1 year.

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## *Trane Türkiye*

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**Project Name:** A Hotel Project in Istanbul

**Project Goal:**

Environmental Sustainability: Trane Chillers with sea water cooling system in Istanbul. In addition to this, super efficient magnetic bearing water cooled chillers with environmentally friendly new generation low GWP (global warming potential) R1234ze refrigerants.

**Project Description:**

The project, which is part of a waterfront revitalization project on the coastline of the Istanbul Bosphorus, marks the first adoption of a three-water-cooled chiller unit that utilizes a seawater condenser in Turkey. The overarching success story of this project lies in being the first of a new generation of low global warming potential refrigerant units, magnetic bearing compressors, and seawater cooling condenser chillers used in a sustainable manner. Traditional chiller condenser water temperatures are 30-35 degrees Celsius, but the seawater in this project is 23-29 degrees Celsius offering a 30 percent average increase in capacity and overall efficiency. The use of natural seawater to cool the chiller condenser has created the biggest value for the investors of the Peninsula project. We believe that this project is a very good reflection of Sustainable Cities and Climate Action SDGs.

**Impact on SDGs with Measurable Results:**

With using sea water for condenser cooling, we reached %30 of capacity and efficiency increase which means less electricity usage. Magnetic bearing compressors were very important from the efficiency point of view, certainly. Thanks to our low GWP refrigerant, we decrease the standard refrigerant impact from 1430 to 7 GWP. This is directly related to global warming and its effect to the environment.

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## ***Borusan CAT***

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**Project Name:** Sustainable Transformation Solutions

**Project Goal:**

With Component Rebuild Centers, component is revised reducing the downtime of that machine. B'Daha Exchange is a business where in case malfunctions and overhaul needs, refurbished components are provided to the customers and old ones bought out from them. Müneccim estimates any malfunction that may occur in the equipment evaluating parameters like usage statistics in customer portfolio, general usage statistics based on machine model and operating conditions before failure with proactive approach.

**Project Description:**

Component Rebuild Centres offer the option of revision prior to failure reducing downtime by replacing components with the ones in stock. B'Daha is a model that offers a new economic life by quickly providing refurbished components to the customers and buying out old and reproducible ones. B' Daha saves time and money and fewer raw materials are used to remanufacture parts, resulting in putting significantly less waste into landfills, using less energy and water, and creating less air pollution during the manufacturing process. Therefore, they are in line with Article 13 of the SDGs, in terms of reducing the amount of waste and encouraging reuse. Müneccim, application based on instantaneous data, detects, and warns in advance of a possible failure allowing actions to be taken before major failures occur. With this proactive business model, Borusan Cat reduces maintenance and repair costs of its customers while extending the service life of the machine which is line with the goals in Articles 8 and 12.

**Impact on SDGs with Measurable Results:**

Our solutions are parallel to SDG goals in creating models with innovative approach and supporting sustainable economic growth. Müneccim won the QualityGoldAward at the SAPInnovationAwards19; Best R&D Project at RDCONF&DigitalPioneer at the SAP Global Innovation Awards while having 30 successful leads per month with 96% accuracy rate. With 5000 tons of recycled weight, 2500 total revisions in our Component Rebuild Centers in 2021 it is ensured that natural resources remain in cyclical economy.

**Worth of Contribution if Available (USD):**

With 84 million dollars value generated in our Component Rebuild Centers in 2021 model is successfully being implemented since remanufactured parts lower total owning and operating costs over the life of the product. Up until now, B'Daha Exchange total sales volume increased to

3.04 million euros. With proactive business model Müneccim, Borusan Cat reduces maintenance and repair costs of its customers while extending the service life of the machine since the model that predicts breakdowns 1 month in advance with 96% accuracy. Thanks to before failure detection, 2.4 million euros were generated while saving 5.6 million euros from customers if it was after failure. Moreover, it prevented the production of any kind of waste more than 25 tons.

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## ***PepsiCo Turkey-2***

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**Project Name:** Lay's Regenerative Agriculture Project

**Project Goal:**

Launched in partnership with Lay's brand and Anadolu Meraları and funded by PepsiCo Foundation to help farmers to observe and apply the regenerative practices in their fields in Konya Karapınar. Demonstration farm where the farmers can observe the regenerative agriculture, was planted with potato, sugar beet, sunflower and corn. 200 local farmers have been trained. As part of the project we will provide microfinancing to 75 farmers who will be chosen among the women and young generation farmers.

**Project Description:**

SDG 2, SDG 5, SDG 13, SDG 15

**Impact on SDGs with Measurable Results:**

Reached out 200 local farmers and micro-financing to 75 farmers who are women and young generations. Application of regenerative agriculture practices on land.

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# *Miyamoto International*

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**Project Name:** Ferrero Hazelnut Company - Düzce Production Plant

**Project Goal:**

Ferrero Hazelnut Company has prioritised sustainability at its new facility constructed in Düzce. It is aimed that the functionality of the production facility, which is in a region with high seismicity and weak ground conditions, will continue without interruption after a major earthquake. In this way, direct and indirect economic losses that may be caused by business interruption are prevented. Miyamoto International contributed added value for achieving the sustainability goal of the Project.

**Project Description:**

Project is implemented in line with the UN's SDG 9 which aims to “build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation”. Facility has a 17,710 m<sup>2</sup> production area. It consists of Base-Isolated Production Building and Silos. This unique project is the first Base-Isolated industrial facility in Türkiye. To provide sustainability after a major earthquake, various types of energy dissipators were utilised. Energy dissipators are important examples of innovative technologies in the construction industry. Miyamoto introduced the approach of using viscous dampers together with seismic isolators and led the construction of the facility with this design philosophy. Miyamoto provided Peer Review services on design and installation stages including formal reporting to the Ministry. Services include review of soil report, peer reviewing design of seismic devices, review of analysis models, drawings and reports, and inspection of construction.

**Impact on SDGs with Measurable Results:**

Sustainability of investments in high seismic regions may be interrupted when an event occurs. Thanks to innovative technologies, the services can be provided “uninterrupted” even after a major earthquake. The significant reduction in the maintenance and repair costs of all investment inputs has a significant impact on the environment and financial budget. Besides, sustainability of infrastructure and industrial plants is very important for employment and economic growth.

**Worth of Contribution if Available (USD):**

Total Investment Value of the sustainable facility is approximately 90.000.000 USD.



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## ***PepsiCo Turkey - 2***

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**Project Name:** Lay's Regenerative Agriculture Project

**Project Goal:**

Launched in partnership with Lay's brand and Anadolu Meraları and funded by PepsiCo Foundation to help farmers to observe and apply the regenerative practices in their fields in Konya Karapınar. Demonstration farm where the farmers can observe the regenerative agriculture, was planted with potato, sugar beet, sunflower and corn. 200 local farmers have been trained. As part of the project we will provide microfinancing to 75 farmers who will be chosen among the women and young generation farmers.

**Project Description:**

SDG 2, SDG 5, SDG 13, SDG 15

**Impact on SDGs with Measurable Results:**

Reached out 200 local farmers and micro-financing to 75 farmers who are women and young generations. Application of regenerative agriculture practices on land.

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## ***Bristol Myers Squibb***

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**Project Name:** “Damardan Kahramanım Olur Musun?”

**Project Goal:**

Although projects regarding blood donations that have been carried out in the country so far focused on the idea of blood need in acute clinical conditions, it is also crucial in the case of chronic diseases such as thalassemia and hematologic cancers. For the first time in Turkey, Cancer Survivors Association (CSA) draw attention to this need and has launched a project with Turkish Red Crescent to raise awareness in the society and collect blood donation with the unconditional support of BMS Turkey.

**Detailed Project Description:**

The rate of voluntary blood donors in developed countries is around 5%, in Turkey it’s around 1.5-2%. Only the ¼ of blood donations are used for cancer and similar blood diseases. The number of voluntary blood donations decreased in Turkey due to COVID-19 pandemic. Inadequate blood supplies are linked with potentially fatal problems in patients who need blood transfusion. Acknowledging this, CSA in partnership with Turkish Red Crescent and the unconditional support of BMS Turkey in September, implemented a project that aims to raise awareness to the need of regular blood donation. The project also refers to the importance of the ongoing Patient Blood Management Project coordinated by the Ministry of Health.

The project, in line with goal number 3 of UN’s SDGs, also aims to collect blood donations. Hence, CSA started a challenge among big companies and universities. Also, with an efficient social and traditional media campaign, awareness among target audience will be elevated regularly.

**Impact on SDGs with Measurable Results:**

A significant awareness was achieved with more than 3.7 M reach with 145 news in media so far. Celebrities were also positioned in the project to reach more people and to call to action. Nearly 500 blood donations were collected in two months with the share of voice. Till September 2023, the project aims to represent a step in improving public awareness about the importance of sustainable blood donation not only for acute needs but also for chronic diseases and to collect 3000 blood donations.

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## ***MSD Animal Health Türkiye***

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**Project Name:** Poultry Academy Broiler MBA Programme 2022

**Project Goal:** The project goal is to support building new capacities for experts & farmers to track, analyze health performance of their flock. Provide detailed health management operations allows users to measure, compare, record health & environmental indicators. In addition to technical content, we provide trainings to develop managerial competencies for experts & vets in the poultry sector by addressing topics such as communication, strategic thinking, presentation skills and psychology.

**Project Description:**

MSD Animal Health offers widest ranges of veterinary pharmaceuticals, vaccines, health management solutions: connected technology that includes identification, traceability & monitoring products, which is preserving & improving the health, wellbeing & performance of animals & people. We consider how to improve the impacts of our operations & we understand the importance of trainings, as we developed & provided numerous training events to industry experts, veterinarians & farmers such as "Poultry Academy Broiler MBA Programme 2022" The Academy provides enhanced trainings in 4 areas: Future Leaders Program, Broiler MBA Program, Core Leadership Program, Business Class Program. By putting actionable management capacity into vets' & farmers' hands will empower them to act in a timely manner to safeguard animals' health+wellbeing and achieve optimal production outcomes for a healthy & sustainable food supply. In this perspective the Academy supports the goals of: SDG 2, SDG 9, SDG 12, SDG 13.

**Impact on SDGs with Measurable Results:**

As the population grows more food needs to be produced even as land, water & resources remain limited. Trainings & delivered data-driven solutions are used by vets & farmers to manage 220 Million of chickens in Türkiye which is %15 of the total poultry production. By putting actionable management capacity into vets' & farmers' hands will empower them to act in a timely manner to safeguard their animals' health+wellbeing while achieving optimal production outcomes for healthy and sustainable food supply.

**Worth of Contribution if Available (USD):**

The training will improve production loss, reduction of animal mortality and improved animal health care for more than 220 million chickens. Increased production with the same resources will help to mitigate GHG emission by %14.

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## *Hilton Türkiye*

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**Project Name:** LightStay Programme

**Project Goal:**

LightStay is a pioneering industry-leading technology for measuring, managing and reporting the environmental and social impact of Hilton hotels as well as our progress towards our 2030 Goals; to cut our environmental footprint in half and double social impact. LightStay is a Global Brand Standard for hotels to use the platform to track their environmental and social performance, assess progress toward their goals and learn from the actions and performance of their peers.

**Project Description:**

Hilton's award-winning ESG management system, LightStay's machine-learning algorithm, predicts every hotel's energy, water and waste performance and corresponding costs and tracks actual consumption against saving targets. Hotels are required to use LightStay to track its corporate responsibility performance against prior years and against peers. LightStay features the following capabilities; environmental impact tracking, social impact tracking, context-based data, risk mitigation, client reporting. Our ability to track progress against our ESG goals hinges on our ability to capture and report data in LightStay. This proprietary system not only measures our progress, it allows us to demonstrate real cost savings and business efficiencies from the most impactful improvement projects across our portfolio. LightStay is aligned with the globally recognized criteria of the UN-founded Global Sustainable Tourism Council and is the first major hotel company to achieve this recognition.

**Impact on SDGs with Measurable Results:**

\$1B+ cumulative savings in energy costs since 2009 by measuring and monitoring our demand-side energy management in LightStay. In 2021, LightStay was also recognized by Google as an approved program for their initiative to label eco-certified hotels. Hilton Türkiye 2022 YTD results on LightStay: 9160 volunteer hours of social service, impacted 9902 people in the community, impacted 3807 youth in the community, contributed 228.634 USD local economic impact from volunteer hours, donated 5919 meals.

**Worth of Contribution if Available (USD):**

\$1 billion in estimated utility savings from sustainable operations. (Globally since 2009)



## 4. Diversity & Inclusion

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## ***Procter & Gamble - 1***

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**Project Name:** Equality & Inclusion Programs

**Project Goal:**

To create inclusive culture for all employees regardless of their gender, sexual orientation, race or any other identification.

**Project Description:**

For LGBTQ+ employees, we have a network "GABLE". We increased the awareness significantly, rainbow flags were all around the office. We partnered with external parties: LISTAG and Yasayan Kutupane. We hosted LGBTQ+ individuals at our office, and we also displayed the movie "my child" to the organization. We celebrated PRIDE Month with engaging activities. For disability, we have PwD network. Since 2017, we have a special internship program called Project Reach that aims to hire and develop interns that have different disabilities. We collaborated with a special NGO founded by 3 people with different disabilities, and they delivered disability awareness training. We hosted Microsoft, learned about accessibility features of Microsoft Office programs. We offer 3 different options as new year gift. This year, one of the options was donation to TOSSFED Association (Special Olympics Program for disabled people) and we made donations to the association for those who selected this option.

**Quantitative Results Achieved through the Project:**

For PwD: We hired 9 Project Reach interns and organized 5 awareness events for the organization. Both for our efforts in GABLE and PwD, we have been recognized by regional E&I awards in P&G Europe region.

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## ***Esin Attorney Partnership***

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**Project Name:** Inclusion & Diversity Initiative Project Goal:

Our goal is to foster an inclusive workplace culture that not only celebrates equality across many dimensions of difference, but also values differences between people and harnesses the full capabilities of individuals. Accordingly, our I&D Initiative is focused on gender, LGBT+, ethnicity & culture and disability, and supported by certain key areas of our Firm strategy such as wellbeing, better recruitment practices, networking, communication, coaching/mentoring and progress evaluations.

**Project Description:**

Internal Employment Policy on Work-Life Balance and Maternity includes fringe benefits such as flexibility of workload and allocation; full salary during paid maternity leave; full salary for mothers who choose to work part-time for an additional six months. All benefits applicable to adoption. Leaders Investing For Tomorrow (LIFT) is a personalized 12-month sponsorship initiative for women leaders at firms designed to accelerate opportunities for career and leadership advancement. We are the co-founders of LISTAG Allies; which is an HR network that focuses on recruitment of LGBT+ individuals in the private sector. Our Firm is the only law firm in Turkey to display the rainbow flag on the office building during Pride Month, to raise awareness and to promote our alliance. We reconstructed the office building for wheelchair accessibility, installed braille within office space and digitalized our library to ensure accessibility. We organize regular sign language workshops for all colleagues.

**Quantitative Results Achieved through the Project:**

6 females benefited from the Internal Employment Policy. 2 females participated in LIFT. LISTAG Allies provided interview training to 50+ LGBT+ individuals and assisted recruitment of 20+ people in the private sector. A4PB Task Force provided appx. 650 hours for pro bono support to the disadvantaged.

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## ***Procter & Gamble - 2***

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**Project Name:** Orkid - Keep Her Playing Project Goal:

Directly supporting adolescent girls to engage in sports. Establishing new heroes (voices) from different walks of life who has achieved goals through playing sports in youth - Partnering up with the National Olympics Committee, in addition to its ongoing partnership with the Turkish Volleyball Federation.

**Project Description:**

Orkid found that 77% of women who played sports during puberty credit it for helping them become who they are today. Yet nearly half of girls don't play sports regularly during puberty, and 1 in 5 don't play at all. Based on this insight, we started the "Keep Her Playing" project in cooperation with the Turkish National Olympic Committee to ensure that young women who had not been introduced to sports at a young age are able to continue to play sports and exercise with self-confidence.

**Quantitative Results Achieved through the Project:**

Sports equipment to 15,000 female students in 20 schools in Eastern and Southeastern Turkey. Social Media & YT Paid reach: + 3MM PR: 113 clippings, 1.1MM print reach 119MM online impressions Category SOV leadership in JAS'21 17 Influencers, 31 Stories, 2 Posts, 1.7MM+ Reach and 1.8MM Impressions.



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## ***Coca-Cola Turkey***

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**Project Name:** My Sister

**Project Goal:**

Women play a transformative role in shaping the economy. We are aware that gender equality is possible only if women take a stronger part in socio-economic life. With this vision, My Sister aims to support women for equal access opportunities to resources, knowledge, and network to be part of economic life. Launched in 2015, My Sister reached more than 450.000 women with the capability building and business skill training, mentorship, and grant program with TOBB and Habitat partnering the project.

**Project Description:**

The project has 3 main pillars to build capability and increase the business skills of women: Empowerment: My Sister Academy helps women to build capability for entrepreneurship. Academy includes trainings on finance, digital, food safety, marketing... Mentorship program is also available via TOBB Women Council to inspire women and improve their businesses. In partnership with Ministry of Agriculture and Forestry, agricultural women cooperatives program was realized in 23 cities for 165 cooperatives where women received trainings on finance, sales and marketing, digital, food safety... Grassroots: With the Teacher Academy Foundation (ORAV), training program on resilience and gender equality has been organized to raise awareness among students in secondary and high schools. Entrepreneurship: Through My Sister Grant Program financial support is provided to cooperatives and entrepreneurs to increase their market access, visibility for their products in local, national, and online markets.

**Quantitative Results Achieved through the Project:**

450.000 women reached since 2015. 101 women received 4.040.000₺ grant in total, profit increased by 1.923.357₺. Social Impact Analysis: Every 1₺ investment in the project reached a 2.44₺ SROI. 80% of the grantees increased sales, 30 new women recruited, and 77% capacity increase provided.

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## ***Procter & Gamble – 3***

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**Project Name:** Special Olympics

**Project Goal:**

5 million people with disabilities do not get enough support for their socialization. Their biggest motivation is to be recognized and appreciated. As P&G Turkey, we have focused on how we can touch and transform these people's lives every day and everywhere through the power and joy of sports. And how we can support them by introducing basic sports skills and helping them break biases. While doing this, we have also focused on creating a stronger emotional bond between P&G brands and consumers.

**Project Description:**

We have collaborated with the Special Olympics Association (TÖSSED) to provide year-round sports training and athletic competition in various Olympic-type sports for children and adults with intellectual disabilities. The kids were trained through the trainers of TÖSSED and had a chance to socialise and also strengthen their physical abilities. We also focused on strengthening emotional bonding through corporate PR events and digital projects: We organized concerts with the most famous singers of Turkey to increase awareness. We have supported via influencer projects. We have held an exhibition at Gebze Plant where we used Special Olympics photos in P&G new year cards, agendas, and calendars. We have produced different display areas & all-centrale & signboard & poster areas in key Migros stores. We have made a special documentary with the voice-over of Cüneyt Özdemir, one of the key opinion leaders in media, which was contributed to the 15th anniversary.

**Quantitative Results Achieved through the Project:**

Reached +6000 special kids in 17 years. During pandemic special kits for training at home. Making friends with other kids increased by 22% . Doing sports with other kids increased by 49% 35M imp. in digital and 65M imp. in PR 3.2 MM impression and 210M engagement via influencers.

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## *Linde Gas Turkey*

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**Project Name:** KAGIDER Certificate

**Project Goal:**

Certifying the identity of a company that advocates gender equality.

**Project Description:**

As a result of our investments in gender equality for years, we became the 40th brand in Turkey to receive the gender equality certificate by KAGIDER.

**Quantitative Results Achieved through the Project:**

KAGIDER Gender Equality Certificate.

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## ***Ata Group Technology Companies***

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**Project Name:** Riders (Courier) Academy

**Project Goal:**

Inclusion of uneducated people to the workforce as riders. Aiming to provide university certification to the existing riders as well.

**Project Description:**

In collaboration with universities, we have set up training programmes for potential riders. We were aiming to increase the standards and the quality of the occupation. The training programme involved various parts including motorcycle riding, customer relations, safety, finance, technology use etc.

**Quantitative Results Achieved through the Project:**

We have reached 100 riders but we are planning to reach thousands of them very soon. We are talking to the government about making our certificate as the sector standard.

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## ***Boston Scientific***

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**Project Name:** Women Empowerment Program

**Project Goal:**

Motivating women for leadership positions and to pursue their career goals. Understanding the obstacles they face on their career journey, identifying individual self-limiting behaviors in a women only environment. To create a safe space where women can learn, support and develop their leadership skills. Enable them to understand and define their leadership style for the next level of success. Empowering them to bring their voice to the table and nourish a natural environment of D&I

**Project Description:**

A two-day interactive workshop on 01-02 October 2021.15 women from BSC joined the program.It was planned outside the office environment at an offsite location- Sapanca, where the group stayed for a night and had further bonding and connection. The program included individual and group exercises, group discussions and case studies, focusing on many titles like: Mind-set on women leadership, being a role model in leadership etc.The program focused on Empowering Self-Awareness by: Providing awareness on values, strengths, and development areas, increasing self- motivation and “can do better” attitude on leadership, mind-shifting and reflecting on hard times to skillfully create success stories, building-up resilience and agility, sustaining life-work balance and changing within. We targeted to get the attention of the women who are willing to move ahead on their career paths. We wanted to foster confidence, self-awareness and to increase self-motivation of our women employees.

**Quantitative Results Achieved through the Project:**

A high level of engagement achieved during the program with a unique bonding between the participants, which created a significant synergy. Female employees in BSC Turkey increased by %2 in 2022, women in managerial positions increased by %2.3. BSC Turkey has won the great place to work award.

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## ***Mondelez International Türkiye***

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**Project Name:** Women Empowerment

**Project Goal:**

Implement gender-sensitive recruitment and retention practices and proactively recruit and appoint women across all organisation

**Project Description:**

As Mondelez Türkiye, we are committed to continue to be one of the leading companies that focus on women's empowerment and will make every effort to contribute to this important agenda. Just in 2022; a. We have increased the number of female employees by %7. Also, the ratio of our women employees is 51%. b. Recently, the President of the Republic of Turkey, awarded companies who have contributed the most to Kocaeli and we won within the category "Industrial Firms Providing the Most Women Empowerment" c. All our employees in the HQ office were given trainings by some of the most respected external experts in Turkey to raise awareness about women's rights. d. We have kick-started a project called "Creating a Policy Against Violence towards Women" in collaboration with Sabancı University and UNFPA to help prevent gender-based violence e. On International Women's Day, we made a donation to TEMA, and in return, TEMA Foundation planted 400 saplings on behalf of our 400 female employees.

**Quantitative Results Achieved through the Project:**

We have increased the number of female employees by %7. Also, the ratio of our women employees is 51%

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## ***Janssen - Johnson & Johnson***

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**Project Name:** Our Profession is Health; Our Strength is Women (İşimiz Sağlık Gücümüz Kadın )

**Project Goal:**

The project was realized with the aim of addressing the importance of empowering women in the field of healthcare and women's active participation in working life in terms of social benefit. Also, it was implemented to create a positive motivation for women leaders of the future and contribute to the empowerment of women in the healthcare sector to increase the awareness of gender equality in the healthcare era.

**Project Description:**

The panel which was held under the leadership of Johnson & Johnson in cooperation with Türkiye Klinikleri. Four healthcare professions and Janssen Turkey Managing Director Demet Russ attended to share their success stories on 28th of March. Attendees evaluated their achievements and the importance of ensuring women's involvement in this area. The panel was organized virtually via TK's online platform with the moderation of TV presenter Oylum Talu. More than 3.000 members of healthcare sector and university students watched the event and the speakers shared their career advice with them. A structured communication plan was conducted with pre and post actions through media relations (press release distribution), digital communication (Linkedin posts of J&J and attendees), internal communication (announcements before & after the panel) and media buying.

**Quantitative Results Achieved through the Project:**

More than 3.000 members of the healthcare sector and university students watched the event. After the press release, five articles were published in the written press and 26 news were published on the Internet. In total, media reach was 150K.

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## MSD

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**Project Name:** Behavioral change journey thru mindset transformation in the organization.

**Project Goal:**

In MSD Turkiye organization, we have three employee groups working under D&I umbrella to enhance diversity, equity, and inclusion in society and workplace. Those groups are passionately working to create a broader impact on our employees along with their kids, families thru organizational awareness on gender, generation, and sexual orientation. 'Be your authentic self' is our motto.

**Project Description:**

We launched the third cohort of Empowered Project which we partner with universities and support development of female university students through mentoring and specialized training programs. We aim to increase awareness of our women employees in career development and health areas. Woman presence at leadership level is critically important for us. Female leaders are in the majority of the Leadership Team. We launched the 3rd cohort of the Reverse Mentoring Program. This initiative plays a key role to remove our unconscious bias about our colleagues from different generations. Starting with Leadership Team level, whole organization have been trained about sexual orientation origin, and LGBTQ+ phobia. We launched Rainbow Alliance Employee Group. We celebrated Pride month with an office event. An LGBTQ+ & allyship video also recorded & shared within the organization. We maximised D&I Month with several awareness activities on 'power of collective purpose' during the D&I experience month in September.

**Quantitative Results Achieved through the Project:**

We have a broad impact both internally and externally. 540 employees, their families, kids and relatives; also university students are in the impact area.



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## **PwC Türkiye**

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**Project Name:** EQUAL-SALARY Certification Regional Hub Set Up

**Project Goal:**

Project goal was to position PwC Türkiye as the regional hub for EMEA by EQUAL-SALARY Foundation(ESF) and PwC Switzerland to deliver EQUAL-SALARY Certification(ESC) projects and contribute to the gender equality in region by increasing the global reach of the service. PwC Türkiye became the regional audit hub in 2020 both to execute and develop this service in EMEA with a dedicated team who are trained as practitioners to conduct ESC audits in EMEA.

**Project Description:**

PwC Türkiye is collaborating with PwC Switzerland and EQUAL-SALARY Foundation(ESF) as the regional hub for EMEA to deliver EQUAL-SALARY Certification(ESC) projects. ESF is a non-profit organization with mission to develop a practical and scientific tool that allows companies to verify and communicate their commitment to equal remuneration policies on local and global scale. PwC Türkiye became the regional audit hub in 2020 both to execute and develop this service among EMEA with a dedicated team who are trained as practitioners to conduct ESC audits in with a geographical scope of 12 countries which is continuing to expand. Impact of this regional hub is not just supporting the audited companies' equal pay policies but also contributing to the development of gender equality in EMEA. As of 2022, in addition to the ongoing global projects, there are 2 new companies from Türkiye committing to ESC both on local and global scale.

**Quantitative Results Achieved through the Project:**

Thanks to market development efforts of PwC Turkey hub, with %20 pipeline success rate 2 new companies kicked off ESC process with additional 7 countries in EMEA covering 10.000 employees.

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## *Amgen Turkey*

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**Project Name:** Leading to Better Science with the DI&B Culture

**Project Goal:**

We believe an environment of diversity, inclusion and belonging fosters innovation, strengthens our workforce and drives our mission to serve patients. Our goal is to create a culture of belonging, where diversity is celebrated and inclusion is the norm. We have 4 main strategic focus areas. We recruit and develop our diverse staff with people, creating an inclusive and productive working place. Culture, promote an equal society with community and track the results with a leadership team.

**Project Description:**

With the D&I and Business culture, we are working to create an environment where everyone feels welcome, heard and is given an equal opportunity to achieve their full potential. We are also committed to finding ways that we can help build a more just and equitable society outside of Amgen. We are on a journey of a thousand miles, there is no single action that will solve these long-standing challenges. Rather, it will take an accumulation of steps to bring us to a better place. We have employee resource groups (ERGs) that are dedicated to supporting their members, our business and the community. Every ERG is sponsored by a global executive and is organized around diversity attributes that promote staff development, professional growth and inspiration. WE have 2 local ERGs which are WE2 (Women Empowered to be Exceptional), working for gender equality and ABLE (Ability Bettered through Leadership and Education) working for disability awareness.

**Quantitative Results Achieved through the Project:**

Arranged Disabled People Hiring Training for 20 Managers. Recruited 8 disabled, 1 trans gender since 2021. Scheduled a DI&B WS with 10 Management Team members. Recognized Pride Month in 22 through social media. Reached out to 30 ERG members. Held trainings with 2/3 participation.



## 5. Innovation

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# *Gilead*

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**Innovation Practice/Project Area:** Innovative scientific or social responsibility projects to improve the lives of patients and caregivers and contribute to a sustainable & healthy society.

**Innovation Practice/Project Name:** Gilead ile Hayat Bulan Fikirler (Turning Ideas into Reality with Gilead)

**Description of the Innovation:**

Gilead has been supporting innovative ideas and projects in the fields of viral hepatitis, HIV, systemic fungal infections, oncology, haematological malignancies that promise to improve the screening and diagnosis of diseases, provide access to treatments in better conditions and promote health innovation every year. Only non-profit health institutions, university students of medicine, genetics, biomedicine, physicians and academicians can apply. Gilead recognizes efforts and works that reflect its own spirit of innovation and collaboration, advance Gilead's mission to improve the quality of healthcare for patients and their families and inspire society with its vision. Each project is independently evaluated by expert judges according to its innovative nature and key outcomes. Results of the selection are announced during the Annual HBF Awards Ceremony, and a monetary grant is awarded to the winners. With HBF, Gilead creates an added value for improving science and society with a sustainable approach.

**Positive Impact of the Innovation:**

Continued scientific innovation and inclusive approaches are essential in discovering and developing targeted options that address the evolving needs of broad range of individuals and communities. This approach building on commitment to innovation is reinforcing Gilead's pledge to be responsible stewards in creating a healthier future. Since 2014 Gilead has provided an amount of approximately 900,000USD with this program. 50 scientific, 23 social innovative projects have been rewarded.

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## ***Borusan CAT***

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**Innovation Practice/Project Area:** Operation

**Innovation Practice/Project Name:** Borusan Cat Online Mobile Application - Boom 360  
Connects to Customer

**Description of the Innovation:**

Boom 360 is a brand-new mobile application that we have developed, so that our customers can turn their time into profit. 360-degree solutions we offer for our customers are now available on a single screen! With Boom 360, our customers can easily access all products offered for sale with Borusan Cat warranty and review the technical specifications of the products and order. From spare parts to new equipment, our customers can find every campaign that Borusan Cat offers in Boom 360. Our customers can manage their equipment inventory in Boom 360, also with map support, they can access the location and time information of any equipment. While Müneccim processes the data of their equipment and predicts possible failure, Boom 360 shares revision or the repair needed with them before a failure occurs. Our failure detection system via sound, using AI, listens to the sound of their equipment and notifies them of a possible failure in as short as 30 seconds via Boom 360.

**Positive Impact of the Innovation:**

As a solution provider, Borusan Cat customers can reach to us 24/7 with our unique end to end solution, Boom 360. By Boom360, we solve the problems of our customers before the failure, beyond borders and make them save time and money. With Müneccim, our contribution to sales in Türkiye since 2020 (before failure) is 2.4 M €, the customer's earnings are 5.6 M €. (This is the amount the customer would pay if there was an after failure) We also prevented the generation of more than 25 tons of waste.

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## ***Boston Scientific***

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**Innovation Practice/Project Area:** Customer & Commercial Excellence

**Innovation Practice/Project Name:** Remote Support

**Description of the Innovation:**

The value-added services as clinical support, training and education activities, and technical service support at the heart of our business, Boston Scientific now even goes further by digitising all these services to customers. Our digital technologies remove physical barriers between us and customers, enable our products, solutions, and services to be more accessible to customers in distant locations and serve our mission to transform more patient lives. Thanks to innovative Remote technologies, now we can provide clinical support to our customers from any location, connect them to peers and experts any time and support them for equipment set up and troubleshooting remotely. By using these technologies, we are not only expanding our accessibility, but we are also increasing productivity of our field teams, optimising costs of these services, and contributing to the environment by reducing carbon footprint as a result of less travelling.

**Positive Impact of the Innovation:**

Türkiye organisation is delivering Boston Scientific products and solutions to countries such as Turkey, Azerbaijan, Georgia, Uzbekistan, and Pakistan. By using innovative Remote technologies, field teams are supporting customers in those distant locations digitally and provide digital training and education activities when required. We saved 100.000 \$ in terms of clinical support and education and saved 30.000 kg CO2 emissions by less travelling in the territory based on estimations.

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## ***Ford Otosan***

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**Innovation Practice/Project Area:** New product: Electric Motorcycle

**Innovation Practice/Project Name:** RAKUN

**Description of the Innovation:**

Rakun is started as part of the Ford Otosan's corporate innovation program. The aim of the Rakun is to offer an environmentally friendly innovative electric motorcycle as a solution to the mobility problems of companies. All engineering, design and battery technology are made by Ford Otosan engineers and Rakun is produced at Ford Otosan Eskişehir plant. As Rakun team, we investigated market dynamics, as in which companies use motorcycles in their daily operations, what problems they are facing and what do they need. When we deep dived into the products, we saw that they consumes a lot of gas, need too much service and maintenance and also they're effecting the society in a negative way since they operate with pollution and loud noise. That's why we decided to make an electric motorcycle to solve these problems.

**Positive Impact of the Innovation:**

Ford Otosan has brought an innovative solution to the market with Rakun Pro 2 (2 wheel) and Pro 3 (3 wheeler) motorcycles. Rakun can climb up to %35 incline hills, with 300kg load and can do +100 km with full charge. Moreover, due to its electric motor, it provides a sustainable mobility solution. Rakun's do not require service for 3 years or 75.000 km. Due to its electric motors, it doesn't create any pollution and is much more silent when compared to internal combustion engine motorcycles.

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# MSD

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**Innovation Practice/Project Area:** R&D - Drug Development

**Innovation Practice/Project Name:** University/Hospital & Industry Scientific Partnerships in Clinical Research (CR)

**Description of the Innovation:**

MSD Türkiye ranks 1st company in pharma industry in # of active clinical trials. In 2021, annual economic value of MSD CR in TR was TRY1,120M, 39% of the total CR investment of pharma to Türkiye. MSD Türkiye is leading the transformation of the healthcare industry by reaching 20% CAGR in CR in the last 5 years. This remarkable growth was achieved with the local strategic initiative of “University/Hospital and Industry Scientific Partnerships (SPs)”. In 2018, MSD Türkiye SPs in CR were established with Hacettepe, Ege, Medeniyet Univ.

This year, considering investment by the government to city hospitals, we initiated SP in CR with Ankara City Hosp with the involvement of government. This is the first in class scientific government and industry partnership in CR in Türkiye.

Also, this year we managed to bring one of our local SPs, Hacettepe to global arena and placed among 31 MSD global partnership sites leading CR portfolio of MSD (Project initiated in 2021. There are sites of 6 from NA, 5 from LA, 13 from EMEA, 8 from APAC).

**Positive Impact of the Innovation:**

CR vision of TR targets to place the country among top 10 countries by 2027 by reaching 16% growth each year. This will bring an annual CR value of USD1,130M in TR by 2027. MSD TR achieved 20% CAGR in CR in the last 5 years and is leading the industry to reach CR vision of TR. Among 18000 CR sites, Hacettepe is selected 1 of 31 global partnership sites and now in the place with all the respected CR sites such as Karolinska Inst. and it will have the opportunity to lead the pipeline of MSD for patients.



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## ***Amgen Türkiye***

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**Innovation Practice/Project Area:** Management

**Innovation Practice/Project Name:** FlexSpace (Flexible Workspace)

**Description of the Innovation:**

The Flexible Workspace(FlexSpace) initiative is focused on creating a new, more flexible workplace that intentionally combines the benefits of remote and in-person working at Amgen for the future as COVID-19 restrictions ease around the globe. For many positions within the company, we created a more flexible workplace that intentionally combines the benefits of remote and in-person working. We shared the principles and tools to help employees to implement this change in their teams. We tried to cascade these tools and information through each function recognizing that various types of work require different considerations. We shared practical tools on how to think about how, when and where we come together for both virtual and face-to-face interactions, working norms for teams to consider, and sample action plans for how to implement FlexSpace. We provided collaboration tools and gave detailed tutorials, supported our staff ergonomically.

**Positive Impact of the Innovation:**

With this project, we'll have 4 M TL savings in 5 years. Also, the turnover rate has decreased, and we now have more chances to attract generation Z.



## **6. Contribution to Education**

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## ***Duracell***

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**Program/Project Name:** Sustainability Education Program

**Description of the Contribution:**

The recycling rate of waste batteries in Turkey is only 8% vs ~40% in Europe. Duracell Sustainability Program aims to increase collection rate by addressing 2 main areas: 1) Organizing collection campaigns to have direct impact to the results 2) Educating the public on battery recycling and increasing sensitivity. The Sustainability Education Program addresses public education on battery recycling and increases awareness. Young generation is selected as the focus point to raise this awareness, since they are the foundation for the future, and they are capable of spreading the impact to their family, as well. To realise this aim, an educational seminar is developed about sustainability, battery recycling and its importance to the environment.

**Positive Impact of the Contribution with Verifiable Figures:**

Partnering with local authorities and 14 schools since its launch in March'21, we reached more than 8.600 primary school students in 3 cities via voluntary 20 Duracell employees as trainers. In addition, 2.8 tons of battery is recycled via the Battery Recycling Contest organised by Duracell in Doğa Koleji.

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# **Medtronic**

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**Program/Project Name:** Medtronic Innovation Center

**Description of the Contribution:**

Medtronic Innovation Center (MIC) Istanbul,Türkiye is a world-class training hub that provides healthcare professionals access to specialized cutting-edge training techniques that includes, but not limited to, live tissue procedures and simulation of real-world operating environment. The current integrated clinical training specialized laboratories provide ideal environment for HCPs to acquire unique surgical and cardiac therapeutic skills. MIC is expanding its capabilities to offer further specialized medical trainings targeting the following additional therapies: Cardiac Surgery, Structural Heart, Cranial & Spinal Technologies, Ear Nose Throat, Renal Care, Robotics. Additionally, the Center is embracing the remote and digital transfer of knowledge by introducing mixed reality training modalities. MIC in Istanbul, was established in 2014 with an aim to elevate the standards of quality care and dismantle barriers to health equity through training and capacity building of healthcare professionals.

**Positive Impact of the Contribution with Verifiable Figures:**

HCPs (Healthcare Partners) and experts have opportunity to explore, gain professional experience and increase their technical competency by performing a range of surgical procedures in a simulated environment. This will have a tremendous impact on accessibility to life saving technologies in remote and underserved areas as well as the quality of care provided. We strive to increase the number of practitioners to radically expand healthcare access and allow patient to receive high quality care in their home countries.

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## **3M Turkey**

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**Program/Project Name:** 3M Gives-FIRST® Robotics Competition

**Description of the Contribution:**

We feel so passionately to partner with FIRST Robotic Competition (FRC) to help students discover & develop an ambition for STEM.2022, 3M supported 39 teams in Turkey by granting 234.000 USD, through sponsorship & with the support of 3M volunteers. This helped significantly more students to join the competition; more teams to rise and compete at regional events, and for FRC to organize more events for students to compete at. Some highlights from teams include: one team became a World Chairman's Award Finalist (an honor bestowed to the top 6 teams in the world); another was composed of mostly female Syrian refugees, who teamed up to build robots under the supervision of a Turkish NGO; and some teams ran STEM programs for younger students outside their schools, even reaching disability communities. This way, by directly supporting FRC teams, 3M had the chance to indirectly support an increase in access to STEM education in Turkey many times larger than the number of teams supported.

**Positive Impact of the Contribution with Verifiable Figures:**

Overall, 3M supported 39 teams in Turkey, covering 932 individuals coming from different backgrounds (public, private schools or community-based teams), 32.51% was female (where FRC average: 29.24%).

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## ***PepsiCo Turkey***

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**Program/Project Name:** Science Girls Academy

**Description of the Contribution:**

PepsiCo Science Girls Academy project, on which PepsiCo's pep+ strategy (PepsiCo Positive Strategy), created within the framework of a more sustainable life approach, is based, 200 female students are provided with scholarships through Turk Education Foundation (TEV), and support for female students in STEM fields, from education to mentoring, from seminars to panels. 30 percent of the interns who will join the company has been selected from among the scholarship holders of the Science Girls Academy.

**Positive Impact of the Contribution with Verifiable Figures:**

200 female students studying in the STEM area got scholarships.

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## **HP**

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**Program/Project Name:** Online Environmental Education

**Description of the Contribution:**

As HP we aim to lead in activating and innovating holistic solutions that break down the digital divide that prevents many from accessing the education needed to thrive. We are driving digital inclusion to transform lives and communities. For this, we have a global education goal to accelerate digital equity for 150 million people by 2030, since the beginning of 2021. Besides the global ones, HP supports the local education programs to empower the local communities. During Covid 19, HP focused more on online education programs. HP and TURMEPA in cooperation with the Ministry of National Education has provided online educations for elementary and middle school students through HP supported 3 short films on environmental protection, single use plastic usage and climate change. Via our educational content shared on the online education platform (EBA) of the Ministry of National Education and online workshops, we have reached more than 420,000 children through 2021 and 2022.

**Positive Impact of the Contribution with Verifiable Figures:**

Online environmental education content provided by HP Project aims to fill the gap and increase awareness. With this project, 37,000 kids in public schools reached through workshops run by TURMEPA and 420,000 kids reached, especially in Turkey's disadvantaged regions through videos in local language on the Ministry of Education platform in 2021 and 2022.

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## ***Johnson & Johnson***

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**Program/Project Name:** Educational Contribution to Healthcare Professional

**Description of the Contribution:**

Together with health care professionals around the world, we as Johnson & Johnson share the same goal: to provide patients with the best and most compassionate care. As a trusted and innovative educator, Johnson & Johnson Medtech company, through its family of companies, offers professional education, development, and advocacy focused on advancing healthcare delivery and the safe use of our products. We aim to deliver a trusted education ecosystem that improves patient outcomes through being a true enabler for better value proposition. As Johnson & Johnson MedTech TURKEY organization we create Center of Excellence centers in Turkey to utilize the center as an educational center for not only Turkish HCPs but also international HCPs from different region and countries.

**Positive Impact of the Contribution with Verifiable Figures:**

As J&J Turkey organisation we provide different types of educational offerings for different levels like basic advanced level to meet the unmet need in HC environment by running quality programs. We provide self-learning modules, webinars, hands-on programs like cadaver courses, animal labs, live cases broadcasts, virtual face to face training programs, in hospital-surgeon to surgeon programs, expert panel etc. different variety of methods and ways of delivering educational offerings.



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## ***Boston Scientific***

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**Program/Project Name:** Craft Atelier for Students by Boston Scientific

**Description of the Contribution:**

Boston Scientific Turkey received a global community funding last year to explore ways how we can support our volunteer programs and help us expand the impact within our local communities. Communicated with National District Education, Necdet Semker Secondary School was selected from the list of schools in need. Students are mostly the children of immigrant and refugee families. Due to socio-economic reasons, students start working earlier and skip the high school. The school were in need a craft atelier to improve the education of students and prepare them for the future, but their allowance was barely enough to cover essential expenses/maintenance. Since it is our company values to contribute to the community we live in and to create better conditions for young talents, we turned one poor classroom into the Craft Atelier we projected last year, with the official opening of the district governor and district national education this year.

**Positive Impact of the Contribution with Verifiable Figures:**

The Craft Atelier with more than 80 handcrafted materials is used in the "Business & Technical" course curriculum by 5 Technical Teachers at the school, which receives more than 1200 students per year. With the STEM education we conducted within the scope of the project, we also presented practical science education to more than 50 students, accompanied by 4 Science Teachers.

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## ***Mondelez International Türkiye***

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**Program/Project Name:** Mondelez adds + to Education

**Description of the Contribution:**

Within the scope of its global vision of improving the lives of children and their families, Mondelēz International supports education through Tohum Autism Foundation and Turkish Down Syndrome Association. Mondelēz International, supports children with autism and Down syndrome who have limited access to education in Turkey, one of its most important markets, through the Tohum Autism Foundation and the Turkish Down Syndrome Association, in line with its understanding of global inclusion and diversity, aims to contribute to the future of children. In line with this goal, Mondelez International provided 300 sessions of training to Tohum Autism Foundation in 2021, and 460 sessions of physiotherapy, language therapy, occupational therapy and special education for children with Down Syndrome. Similarly, in 2022, we announced our support for 575 sessions of training through Tohum Autism Foundation and agreed to implement a new support project for Children with Down Syndrome.

**Positive Impact of the Contribution with Verifiable Figures:**

In line with this goal, Mondelez International provided 300 sessions of training to Tohum Autism Foundation in 2021, and 460 sessions of physiotherapy, language therapy, occupational therapy and special education for children with Down Syndrome. Similarly, in 2022, we announced our support for 575 sessions of training through Tohum Autism Foundation and agreed to implement a new support project for Children with Down Syndrome.

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## ***IBM Türkiye***

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**Program/Project Name:** SkillsBuild

**Description of the Contribution:**

The talent gap is one of the biggest challenges facing businesses today. According to the WEF companies estimate that 50% of all employees will need reskilling. While the number of available jobs in the tech sector nearly doubled in 2021, the available applicant pool shrank by nearly 25%. IBM is investing in the future of work with a holistic, end-to-end ecosystem approach that fosters access to education and training while creating a more diverse pipeline of applicants. SkillsBuild is a free digital platform that provides learners at different levels from high school to adult learners the opportunity to access IT skills and bridges the skills gap to the employment opportunities. It offers 1,000+ courses on workplace skills like collaboration, presentation, and technical skills like data analytics, cybersecurity, AI, and cloud. SkillsBuild Software Downloads is supporting universities by giving access to cloud-based resources, applications such as the Watson APIs and IBM Q experience.

**Positive Impact of the Contribution with Verifiable Figures:**

In Türkiye, IBM SkillsBuild benefited 2520 learners, offering 2070 Software downloads free of charge. The beneficiaries are 1330 students who totaled 1997 hours of learning in technical and soft skills, and 1190 job seekers who successfully completed 1524 hours of training. For the software download program dedicated to Academia offering students and faculty free access to IBM Cloud and some software used by our commercial customers, Türkiye scored the highest number of downloads in MEA.

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## ***Fundomundo Inc***

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**Program/Project Name:** Online Marketplace for After School Education

**Description of the Contribution:**

Fundomundo is an online live education marketplace for after-school classes for 3-18-year-old kids. With the pandemic, there has been a paradigm shift in education. Kids are demanding more time to spend online. Parents are concerned that time spent online by kids is not of quality. Many teachers are trying to earn extra income by performing online classes. These teachers try to use their means in social media to promote their courses. This is where Fundomundo comes in. We provide teachers with the online tools to construct their classes to be performed live online through zoom. We provide teachers with scheduling, classroom management, booking, and payment tools. Each class is 40minutes and is limited to 12 kids at a time. Class subjects are complementary to school education and after-school activities that kids would not usually get access to at schools.

**Positive Impact of the Contribution with Verifiable Figures:**

There are more than 400K teachers who are unemployed in Turkey. We provide the teachers to continue their profession online while earning a side income to support their families. We solve an accessibility problem for kids who do not have access to the variety of after-school activities - %70 of the traffic at Fundomundo comes from rural areas outside the big cities. So far, we have onboarded more than 1000 teachers, with more than 1500 classes offered to the kids online.

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## ***MSD Animal Health Türkiye***

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**Program/Project Name:** Poultry Academy Broiler MBA Programme 2022

**Description of the Contribution:**

MSD Animal Health offers widest ranges of veterinary pharmaceuticals, vaccines, and health management solutions, as well as an connected technology that includes identification, traceability and monitoring products, which is preserving and improving the health, wellbeing, and performance of animals and the people. The Academy's training programme is to develop and maintain the commitment of a wide range of stakeholders to a transformation towards a more sustainable poultry sector. Experimenting and sharing experiences with innovations, such as the ones presented in this paper, plays a crucial role in this process. In 13 months of time we delivered 13 different sessions for around 30 poultry experts. The Academy provides enhanced trainings in 4 areas: The Academy provides enhanced trainings in 4 areas: •Future Leaders Program, •Broiler MBA Program, • Core Leadership Program, •Business Class Program.

**Positive Impact of the Contribution with Verifiable Figures:**

Academy's programme is to develop&maintain commitment of a wide range of stakeholders to a transformation towards a more sustainable poultry sector. Experimenting & sharing experiences with innovations plays a crucial role in this process. In 1 year we delivered 13 different sessions for 30 poultry expert, in total 325 people. The participants are working in the field and are actively taking farm+health supply management decisions and touch %15 of the poultry animals' life in Türkiye-220M chicken.

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## *Amgen Turkey*

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**Program/Project Name:** Science for Everyone

**Description of the Contribution:**

For 30 years, the Amgen Foundation has supported programs that inspire young innovators and reduce disparities in science education. As Amgen Turkey, we localized all the projects & platforms of the Foundation. These programs include the Amgen Biotech Experience(ABE), which empowers teachers to bring biotechnology lessons into their classes; Amgen Scholars, an undergraduate summer program for students to conduct hands-on research with top scientists; and virtual initiatives with LabXchange and Khan Academy to provide free online science learning platforms. Both students who are involved in the ABE and anyone who is curious can enter the LabXchange and experience virtual laboratory simulations. The platform encourages teamwork to develop creative approaches to real-world problems while increasing inclusiveness in the scientific process. It's an online science education platform implemented in cooperation with Harvard University, is also open to users in Turkey, in Turkish & free.

**Positive Impact of the Contribution with Verifiable Figures:**

In Turkey, we started ABE in cooperation with the Development Workshop, Koç Schools and ODTÜ BİLTEM in 2021. Since then, the program has reached 2513 high-school students with 124 classroom applications carried out by 44 teachers, in Turkey. With the Amgen Scholars, 50 students in the last 10 years and 10 students in the last 1 year worked at universities in Europe for 8 weeks. With over 70 million users worldwide, Khan Academy can support biology contents, sponsored by the Amgen Foundation.

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## **Cisco Systems**

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**Program/Project Name:** Cisco Networking Academy (CNA)- Digital Trust Program

**Description of the Contribution:**

Cisco Networking Academy (CNA) is a social responsibility program to develop talent for the digital era and empower digital transformation journeys of individuals, companies and nations. We offer inclusive access across the globe, bring our best-in-class standards, and educate for today and tomorrow by teaching new skills, reskilling, and upskilling for the jobs of the future. Digital Thrust Program is a local initiative building on CNA resources and ecosystem that intends to serve as a catalyzer for digital talent development and addressing skills gap. Cisco Turkey collaborates with its customers, partners, NGOs and public authorities in orchestrating different stages of these programs. Program hosted two cybersecurity specialization programs and a programming challenge to date. With employability focus, program includes accredited academic trainings from CNA offered by academy instructors and academicians, labs and challenges for hands-on experience on new learnings.

**Positive Impact of the Contribution with Verifiable Figures:**

With 25+ years of dedication to empowering an inclusive future to all via developing digital skills from networking to cybersecurity and programming, CNA program reached out to 150K since incubation with over 30K recent annual graduates for Turkey. Digital Thrust Program hosted over 2500 attendees in total. Digital Thrust IOT Cybersecurity program also included very first of its kind digital internship where selected candidates immersed into real life experiences from Cisco ecosystem.

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## *DuPont Turkey*

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**Program/Project Name:** Supporting female students in need from engineering faculty through TEV foundation

**Description of the Contribution:**

DuPont will support 40 female students for education year 2022-2023 financially (all lodging, educational costs) sponsoring especially students coming from rural areas of Turkey and provide mentorship on one-on-one basis. DuPont has contributed to TEV foundation 370,000TL. This initiative is part of DuPont's global 'make an impact' program which supports different educational projects worldwide. We will follow the students by mentorship in the upcoming years. Name of the program is Innovative scientists, and mentorship can be provided in different fields and linked with innovation center of DuPont.

**Positive Impact of the Contribution with Verifiable Figures:**

The impact will be as follows: 1. 40 female students studying engineering (supporting diversity and inclusion) financially; 2. One-on-one mentorship provided from leaders of dupont; 3. Possibilities of internships and future employment for mentees.





## 7. Turkish Champ of the Year

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## ***TOBB Ticaret Merkezleri A.Ş.***

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**Partnership Category:** Turkish Investor in the U.S.

**Description of the Partnership:**

TOBB Trade Center (TC) in Chicago, IL operates a one stop shop for launching Turkish companies in the US. TOBB TC offers multiple core sets of shared value-added services to our customer base throughout specially selected market segments in key target States in the US. TOBB TC's offerings are technically advanced and offer many clear-cut advantages and improvements over competitors' possible offerings. TOBB TC will continue to expand through organic and strategic growth providing its services to Turkish companies in the United States. TOBB Ticaret Merkezleri A.Ş. is the parent company of TOBB TC, which oversees and coordinates each TOBB TC that is in operation and/or will be in operation in the future.

**Positive Impact of the Partnership:**

In order to be successful in the US, companies should be prepared to meet the market expectations, which requires the right talent, strategic planning based on market data, required financial resources, smart spending and patience. TOBB TC prepares Turkish companies to become a sustainable, repeatable and a scalable organization.

**Measurable Results that have been Achieved through Partnership:**

Currently we have 55 member companies. The members companies have shipped 130 containers combined to the United States from Turkey. 35 of the 55 member compaines are actively started trading.

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## ***Coca Cola İçecek A.Ş.***

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**Partnership Category:** Turkish Company Partnering with a U.S. Company

**Description of the Partnership:**

Coca-Cola İçecek(CCI) is one of the major bottlers of the Coca-Cola Company (TCCC) operating in Eurasia Middle East region. CCI produces, distributes and sells sparkling and still beverages of The Coca-Cola Company. CCI started its operations in 1964 as a single country company based in Türkiye. In 2006 CCI's shares began to be traded on the Istanbul Stock Exchange. Following the consolidation of Central Asia and Middle East between 2006 and 2007, CCI became a multinational operation. Respectively Pakistan and South Iraq joined CCI geography. With recent Uzbekistan re-franchising in 2021, CCI operations expanded to 11 countries, managed from Istanbul. Today, with its 30 state-of-the-art manufacturing plants and 10,000 employees CCI serves more than 430 million customers. Only in the last 10 years, CCI has invested close to USD 2.4 billion to this geography, 36% of it being in Türkiye.

**Positive Impact of the Partnership:**

Partnership provides sustainable growth in the geography creating socio-economic impact. CCI is a major contributor to Turkish economy's growth in its quest to become one of the top global economies. With CCI's vision of being the best FMCG company across the geography and growing its business in a sustainable way, it acts responsibly while creating sustainable value for its diverse stakeholders along the value chain.

**Measurable Results that have been Achieved through Partnership:**

Socio-Economic Impact Report - 2018; Every 1 job created by Coca-Cola System enables 49 jobs in Türkiye, TL 9.3 bln GDP impact; constituting 0.3% of TR GDP and every TL 1 value add yields to TL 9.7 to TR economy, 140 K employment in total 0.5% of total employment.

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## ***Tosyalı Holding***

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**Partnership Category:** Turkish Company Partnering with a U.S. Company

**Description of the Partnership:**

Tosyalı Harsco is a joint venture between Tosyalı Holding, Turkey’s global iron-steel leader and CAMP HILL, PA global industrial company Harsco Corporation (NYSE: HSC) specialized in metal recovery services and slag sales. Tosyalı Harsco has two facilities in Turkey. The first one is in Osmaniye, started operation in 2017 on a 7,700 square meter area. The second facility, which is in Dilovası, started its operation in 2021 on an 8.857 square meter area. The facility processes slag wastes generated during the steel production, does metal recovery and turns them into by-products for use in different sectors. The slag processing capacity of the facility is 2.000.000 tons/year. The amount of metal recycled is around 20.000 tons/year. The company can provide resources 550.000 tons/year to the construction and cement sector. The company utilizes limited resources in the most efficient way with its “clean environmental awareness” and gives life to slag for a better world.

**Positive Impact of the Partnership:**

Tosyalı Holding and Harsco are based on mutual cooperation. Harsco shared its know-how in the sector, while Tosyalı shared its human resources, experience and distribution network in Turkey. Taking the use of slag in the cement industry as an example in Turkey, it’s also been applied in the US and Brazil. Harsco and Tosyalı team mutually share information and carry out R&D studies together for the use of slag in concrete. In addition, Turkey is used as a stepping stone to expand into North Africa.

**Measurable Results that have been Achieved through Partnership:**

As of 2017, Harsco has made a capital contribution of 14.000.000 USD in cash. As of 2022, 20.000.000 USD turnover will be realized as a target. It’s a company that’s been growing continuously for the last 5 years and will grow %100 in 2023. The company (164 employees) will reach 400 people in 2023

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## *Hepsiburada*

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**Partnership Category:** Turkish Company Partnering with a U.S. Company

**Description of the Partnership:** Hepsiburada's Listing on Nasdaq after the IPO in July 2021

**Positive Impact of the Partnership:**

Hepsiburada, a leading e-commerce platform in Turkey, has become the first and only company to be listed on Nasdaq, an American stock exchange. The exchange platform is owned by Nasdaq, Inc. With the IPO, 20% of Hepsiburada's share started to float in Nasdaq. This is a rare example of a Turkish firm in US financial markets, fostering communication with the financial community and encouraging other start-ups and tech firms for IPO.

**Measurable Results that have been Achieved through Partnership:**

Hepsiburada has raised more than 700 million USD of investment. Due to the obligations borne by the listing, Hepsiburada is subject to the Nasdaq's transparency standards, .i.e. publicly sharing financial results, the code of conduct, and thus sets the example of a transparent e-commerce company.

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## ***Kale Pratt & Whitney Uçak Motor San. A.Ş***

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**Partnership Category:** Turkish Company Partnering with a U.S. Company

**Description of the Partnership:**

Kale Group founded Kale Pratt & Whitney on 2010 after partnering with Pratt & Whitney, which is a division of Raytheon Technologies Corporation (RTX), one of the leading organizations of aviation sector. The company was founded with 51% Kale Group and 49% Pratt & Whitney partnership, its main field is the manufacturing of aircraft engine parts and subassembly groups. It started manufacturing activities at current plant on 2014. Kale Pratt & Whitney (KPW) is manufacturing jet engine parts in aviation sector, which are high value added and which require high manufacturing know-how, as a Tier 3 supplier. KPW is providing parts for commercial & military engines of Pratt & Whitney. Thanks to the power due to the partnership of Kale Group and Pratt & Whitney, leading organizations of Turkey and the World respectively, Kale Pratt & Whitney continues engine and body part manufacture and installation activities for aircrafts by using high quality production and technological infrastructure.

**Positive Impact of the Partnership:**

Raytheon Technologies, mother company of Pratt&Whitney, recognized KPW with Platinum award for its outstanding performance in 2021 which is a recognition program established to acknowledge superior performance over a 12-month period. Platinum award recognize suppliers that perform in the top % of Raytheon supply base. Only highest achieving suppliers are recognized with Platinum award. Not only Kale Pratt&Whitney is cost competitive but also we supply high quality parts with on time delivery.

**Measurable Results that have been Achieved through Partnership:**

We became one of the first 4 suppliers in the supplier pool of Raytheon Technologies with Platinum award in 2021. Values are: On time delivery > 99,5% ,Customer satisfaction > 6,3 from max 7, Supplier Health Assessment: 91,85 from 100 max. Quality = 0 ppm, 0 customer complaints.

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## ***RubiBrands***

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**Partnership Category:** Turkish Investor in the U.S.

**Description of the Partnership:**

Established in 2021, RubiBrands is Turkey's first E-Commerce roll-up and export company; meaning it acquires successful E-Commerce consumer brands sourced from Turkey and grows them exponentially, prioritizing Amazon, Walmart and Etsy as key channel partners and the countries where they operate as its key expansion markets. Our exponential growth objectives demand operational excellence, particularly when facing our brands' demanding shoppers. Since Amazon has the best logistical infrastructure and warehouses globally, we have designed our business model to use its Fulfillment by Amazon (FBA) service. FBA enables us to reach our shoppers with very fast shipments and deliver high consumer convenience in our after-sales processes, thus contributes significantly to our growth. In 2022, we also concluded an international tender identifying an American media agency as our on-monthly retainer partner in leading and executing our digital performance marketing investments.

**Positive Impact of the Partnership:**

RubiBrands is creating significant business and job opportunities in the U.S. By 2023, we will have shipped 1 million RubiBrands products, meaning every minute an average of ~2 RubiBrands products need to be picked up and made ready for shipment in Amazon warehouses. At our American marketing agency, a team of 10 people supports our business.

**Measurable Results that have been Achieved through Partnership:**

Contributing to Turkey's E-Export, RB exports high quality products at affordable prices to U.S. in key categories, creating healthy competition in favor of consumers. In 2021, 800K global households (of which 650K are American families) preferred RB products



## **8. Turkish Entrepreneur of the Year**



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## ***Trio Mobil***

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### **Description of the Product/Service:**

Trio Mobil is a B2B Industrial IoT as-a-service company, headquartered in Marietta, GA . We provide IoT and AI based industrial safety and efficiency solutions for medium to enterprise sized manufacturing and warehousing businesses. Our mission is to build a dominant industrial operations cloud that will ensure the safety of employees/assets and also intralogistics efficiency.

### **Please Explain Your Business Relationship with the U.S. Company/Companies:**

Our HQ is situated in the US currently. Our goal market is the US market and we are increasing our investment in the US, especially because a lot of recruitment processes are ongoing. For our business, the US is a blue ocean and highly promising market regarding the needs.

### **Innovativity of the Product/Service:**

Our solution portfolio provides the first and only AI & IoT combined intralogistic safety solution set. It eliminates accidents and near-misses while increasing the operational efficiency. We are working with global enterprise giants from Fortune 2000 and offer them the most comprehensive solution in the market. Our technology is totally scalable with its Plug & Play applications and cloud based organization. We provide the same solution set to every different companies from different industries

### **Has your Start-up Reached to the Global Markets? :**

We have presence in more than 35 countries with our customers, branch offices and partners globally. These regions are: US, LATAM, EU, Southern Europe, DACH, CEE, MEA, UK & BeNeLux, Nordics and APAC

### **Is the Product/Service Having Social or Environmental Impact?:**

From the safety side, we are directly saving lives in manufacturing and warehousing businesses. We have zero accident record and decrease the near-misses up to 98%. With our solutions, employees over 35+ countries can work in a safe environment. From the efficiency side, with our solution, operational efficiency increases up to 40%. This means 40% less energy consumption and carbon emission in facilities. We offer the ability of doing same amount of work with less consumption to our customers.

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## *Xena Vision*

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**Description of the Product/Service:** Xena

**Please Explain Your Business Relationship with the U.S. Company/Companies:**

We are selected to MassChallenge US 2022 Program on security. This is a top5 accelerator program in the US and only %25 percent of the companies are from out of the US. Our product has a use case to prevent mass shootings and outbreak of crowd violence that we are testing with Canada Police and Singapore Police and talking to NSIN.

**Innovativity of the Product/Service:**

Next Generation Emergency Recognition of Brave New World.

**Has your Start-up Reached to the Global Markets? :**

First community safety program of CANADA. World police summit in Dubai, NSIN in US. We discussed with Singapore Police. We will be present in Thailand, World Telecoms Fair, Passenger Festival in Amsterdam, Railive Malaga in Spain, World Aviation Festival in Amsterdam, Aviation Festival America in Miami.

**Is the Product/Service Having Social or Environmental Impact?:**

We are selected to first 50 most innovative company on SDG11 in Europe as a part of Accenture's blue tulip awards. SDG 11 is about sustainable community safety and wellness. We reduce response time of emergencies to any corner of the city and we reduce the investigation effort by realtime alarming of the incident in a massive number of cameras.

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## ***Momentum R&D***

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**Description of the Product/Service:** MISTRAL: Small Scale Wind Turbine

**Please Explain Your Business Relationship with the U.S. Company/Companies:**

Momentum R&D is planning to expand its business to USA.

**Innovativity of the Product/Service:**

Which is a next generation wind turbine that has three times power output than the conventional wind turbines.

**Has your Start-up Reached to the Global Markets? :**

Not yet, but we have contracts almost to be signed.

**Is the Product/Service Having Social or Environmental Impact?:**

Wind Turbine

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## **RubiBrands**

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### **Description of the Product/Service:**

Established in 2021, RubiBrands is Turkey's first E-Commerce roll-up and export company. It acquires successful E-Commerce brands sourced from Turkey and invests and makes them global brands. Our aim is to grow them exponentially in the U.S. and other countries where Amazon.com is present. According to CB Insights' report; RubiBrands concluded the largest Seed fund investment in retail and technology in 2022 Q2, raising \$23 M with investors from the U.S. and Turkey. It has acquired 7 brands in food, textiles, homeware, outdoor and sports; 5 of which were sold only in Turkey and 2 only in the U.S. After RubiBrands' investments, infrastructural upgrades, international listings on Amazon and Etsy, and using Amazon's FBA service; today our brands export to the U.S., U.K., Canada, Mexico, and Germany.

### **Please Explain Your Business Relationship with the U.S. Company/Companies:**

E-Commerce shoppers expect fast and flawless delivery, so we have designed our business model on using Amazon's Fulfillment by Amazon service, where possible. We use their warehouses and logistical infrastructure to reach our shoppers, ensuring very fast shipments and high consumer convenience in our after-sales processes. In 2022, we also concluded an international tender to identify our performance marketing agency and chose an American media agency as our on-retainer partner.

### **Innovativity of the Product/Service:**

In the roll-up business model; companies focus solely on Amazon revenue and source heavily from Asia, facing margin and delivery issues. While prioritizing Amazon, Rubi designed its organization to expand its channels beyond Amazon. Rubibrands is using Turkey as its sourcing and logistics hub, which allows it to innovate faster.

### **Has your Start-up Reached to the Global Markets? :**

In addition to Amazon U.S. and Turkey; RubiBrands recently started operations on Amazon Canada, Mexico, Germany and the UK.

### **Is the Product/Service Having Social or Environmental Impact?:**

Rubi's local sourcing strategy creates a cultural bridge between the U.S. and Turkey, and has significant social impact for our local producers, and SMEs. On average, each brand works with ~3 local vendors. For example, our home textile brand Smyrna's vendor has 85 workers, of which 80% are local women, some of whom are the main breadwinner of their households.

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## ***Stroma Vision, Inc.***

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### **Description of the Product/Service:**

The root cause of major industrial accidents is very hard to trace and sometimes impossible to foresee and prevent. At Stroma, we are building edge processing devices and computer vision models to prevent accidents in industrial settings. We empower workers and managers in their journey to reach Zero Accident Vision with comprehensive, preventive and transparent analysis tools.

### **Please Explain Your Business Relationship with the U.S. Company/Companies:**

Our accelerating partner in developing our advanced edge processing capabilities is US' largest Physical Product Innovation Center mHUB. We have been part of the Industrial IoT Accelerator since May 2021, with a \$132k investment from their Product Impact Fund. In November 2021, we received an additional investment totaling \$100k from mHUB's corporate partners Avnet and Panduit.

### **Innovativity of the Product/Service:**

With our ruggedized industrial design of our edge devices, we received the Red Dot Design Award 2022 and iF Design Award 2022, the world's most prestigious awards in the design industry.

### **Has your Start-up Reached to the Global Markets? :**

United States, DACH, Scandinavia, Turkey

### **Is the Product/Service Having Social or Environmental Impact?:**

Worldwide, there are around 340 million occupational accidents and 160 million victims of work-related illnesses annually which cost countries 3.9% of their GDP. Around 2 out of 3 of all accidents happen due to distraction, fatigue, missing protective measures and other preventable reasons and the US National Safety Council estimates cost per worker death to be around \$1.22M and cost per medically consulted injury \$42K. That's where Stroma comes in.

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## ***Batkon Batarya Kontrol Teknolojileri A.Ş.***

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**Description of the Product/Service:**

Modular and scalable Lithium Battery Management System with IoT connectivity

**Please Explain Your Business Relationship with the U.S. Company/Companies:**

Not yet.

**Innovativity of the Product/Service:**

Our modular scalable Battery Management System (BMS) can manage 3-300 serial lithium cells for micro mobility, Battery Energy Storage, Telecom, UPS etc. applications.

**Has your Start-up Reached to the Global Markets?:**

No

**Is the Product/Service Having Social or Environmental Impact?:**

BMS is the major component of electrical vehicles and lithium battery energy storage systems. indirectly BMS is a component of the solutions for environmental safety and net zero targets.

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# *Costifier*

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## **Description of the Product/Service:**

Costifier is a machine learning software for supplier-specific target price prediction and supplier experience assessment for the products to be supplied to help cost effective and sustainable supplier selection of enterprises.

## **Please Explain Your Business Relationship with the U.S. Company/Companies:**

Manufacturing is one of the important industries for the USA and thousands of SMEs and corporates are manufacturing. We believe the US manufacturing market is suitable for our product.

## **Innovativity of the Product/Service:**

The processes for supply management begin with the evaluation of the proposals and the selection of the cost effective supplier. Incoming proposals can be financially wide-ranging and inconsistent. By creating machine learning models from the supplier's previous data, Costifier calculates supplier-specific target prices for products and provides supplier experience and capability assessment. Buyer companies prevent cost losses while minimizing the risk of wrong supplier selection.

## **Has your Start-up Reached to the Global Markets? :**

We developed our product and made it ready for use in the cloud environment. Nowadays, Costifier has more than 70 company users from 5 different countries including USA, EU countries. Our monthly growth rate is around 15%.

## **Is the Product/Service Having Social or Environmental Impact?:**

Costifier also predicts electricity consumption, CO2 emissions and carbon emissions. Optimization the processes will also reduce the carbon footprint created during processing. It will be indirectly ensured that the part with a low carbon footprint is selected during the purchase decision. The aim of the project is to reduce the carbon footprint up to 20% per piece and 10% on average.

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## **RS Research**

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### **Description of the Product/Service:**

RS Research is a clinical stage biotechnology start-up discovering and developing smart nanomedicines for targeted chemotherapy. The company was founded by Prof. Rana Sanyal and Sena Nomak to take the necessary steps for bringing innovative therapies to patients and raised over \$15 million funds as of today. RS Research's Series-A funding round was led by GEN Pharmaceuticals, which is one of BIOGEN's best performing distributors within their partnership since 1998. The company is carrying out research to clinic based on the validated drug delivery platform technology, Sagitta™. Thanks to this technology, RS Research can increase effectiveness of chemotherapy and reduce side effects. The company currently has 5 drug candidates targeting multiple indications in its pipeline. The Phase I clinical trial of the leading drug candidate is ongoing and recently advanced to the next dose level following the positive review of the safety data by the Independent Data Monitoring Committee.

### **Please Explain Your Relationship with the U.S. Company/Companies:**

Prof. Rana Sanyal, an invited panelist at AmCham's Healthcare Panel in 2019, has a PhD in Chemistry from Boston University. Rana worked for Amgen (in Thousand Oaks, California) and gained experience in development of drugs from research to clinic. She witnessed a young patient with terminal cancer recover from a coma after receiving the medicine developed by her team. This thrilling experience motivated her to do what it takes to make a difference in human life and start her own research.

### **Innovativity of the Product/Service:**

Conventional chemo attacks healthy cells as well as cancer cells, leaving the patient vulnerable to side effects. RS Research's technology can "package" the cytotoxic agent until it reaches the tumor, reducing side effects of chemotherapy, enabling higher amount of drug delivery per dose. RS Research's platforms allow developing targeted therapies addressing different cancer indications. The platforms are protected by 2 platform patents in 12 regions to start with the USA, covering 58 countries.

### **Is the Product/Service Having Social or Environmental Impact?:**

Cancer is responsible for the loss of 10 million lives every year globally. North America was the largest region in the global oncology drugs market, accounting for 35% in 2020. RS Research's technology will yield into collaborations with global pharma companies, especially in the USA. RS Research's current pipeline addresses 7 MLN+ new patients annually in the world. Even before commercialization, the start-up has been providing patients with early access to new therapies through clinical trials.



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## ***Fazla Gıda***

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### **Description of the Product/Service:**

Supported by many global organizations such as UNDP, EBRD and MIT Solve, Fazla Gıda provides technology solutions to recover the best possible value out of surplus food. Placing technology at the heart of a crucial issue as food waste, Fazla Gıda delivers holistic solutions to any type of surplus food, that is eligible for human consumption, animal feeding, or recycling. With the help of the technology and network that is created, the aim is to reduce partners' food waste-related carbon emission by 50% and to reach the zero-landfill goal.

### **Please Explain Your Business Relationship with the U.S. Company/Companies:**

We don't have any operations in the U.S. yet. However, our parent company Whole Surplus is a U.S. company. Also, in 2020 we were supported by MIT Solve as a start up that contributes sustainable food systems.

### **Innovativity of the Product/Service:**

We offer a 3-pillared process. First is secondary sales where companies can sell their surplus to other parties at discounted prices. The second is a donation module to create social value. The third one is the recycling module (primarily animal feed and biogas) to manage waste in an environmentally responsible way with guaranteed low cost and full traceability. In addition, the platform provides analytics dashboards to reduce waste at the source by using machine learning algorithms.

### **Has your Start-up Reached to the Global Markets?:**

Fazla Gıda plans to expand its operations to Europe in the beginning of 2023 starting from Spain.

### **Is the Product/Service Having Social or Environmental Impact?:**

In 6 years, more than 47,000 tons of food have been saved, 1,100,000 people in need received food donations, and 64,000 tons of carbon emissions have been prevented in Turkey. All operations are accomplished through more than 150,000 transactions on the platform.

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# *Octopus Technology*

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## **Description of the Product/Service:**

In the digital signage category Octopus is a SaaS model that will provide interaction between the cash register and sales, between social media and screens, and between the customer and the brand. Octopus is developing a software and it doesn't matter where you get the screen you put there, the aim is the software that will enable users to use that screen in the most efficient way. Industrial displays are quite expensive. Thanks to Octopus, it enables normal screens, any smart TV to be able to sign. With the camera put on the screens, it creates a data on "who watched which content for how long". Octopus creates an interaction between the frequency of looking and the purchase and report it to the brands. There is no company that can do this globally yet. When you type 'discount' or 'free' on the screen, or use bold fonts, data is obtained about the time it takes people looking at the screen. After viewing frequency, age and gender information, Octopus starts making offers to customers.

## **Please Explain Your Business Relationship with the U.S. Company/Companies:**

Our AI Module is ready for use in the market. This module attracts a lot of interest in the use of technology. We bring a new understanding to the market in the U.S. Both direct customers find the solution they are looking for in terms of how to create a marketing strategy for their own customers, and this is a subject of great interest for resellers.

## **Innovativity of the Product/Service:**

Octopus provides a healthy signage opportunity with normal screens. Thanks to its content pool and online editor, it saves the user from the designing process. And its ease of installation, there is no need for technical service. With the camera put on the screens, it creates a data on "who watched which content for how long". Octopus creates an interaction between the frequency of looking and the purchase and report it to the brands.

## **Has your Start-up Reached to the Global Markets? :**

We moved our head office to the UK and we have started to work to take place in the European market. We have reached the stage of installation process and price offer with a brand with 2000 branches in England.

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## **Reeder**

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### **Description of the Product/Service:**

Reeder is a new-generation technology company products are tablet computers, smartphones e-book readers, and wearable technologies like smart watches created in 2010 by two Turkish entrepreneurs (Sezen Saral-Uygar Saral).

### **Please Explain Your Business Relationship with the U.S. Company/Companies:**

In 2013, Reeder agreed with the world's largest processor manufacturer Intel and in 2014 became a Microsoft Named Partner.

### **Innovativity of the Product/Service:**

Reeder has achieved many firsts by focusing on consumer needs, local and global business partners, and managing the cost/price balance. Setting out with the motto of 'Knowledge is yours', Reeder has 2 factories in Samsun produces it's own products. It introduced the 'e-book reader' in Turkish to public in Turkey. Developing Turkey's first 3G Android tablet, Reeder also launched first GSM operator-supported 3G tablet campaign in electronic chains together with Turkcell.

### **Has your Start-up Reached to the Global Markets? :**

Reeder which signed with Intel and is Microsoft Named Partner became the most preferred Intel processor tablet in EMEA. It started to export to 5 countries by establishing factory in Samsun with partnership of China. It continues journey with global offices in Boston, Amsterdam, Shenzhen, Hong Kong.

### **Is the Product/Service Having Social or Environmental Impact?:**

Reeder made a public statement that it supports 10 principles of UNGC and pledged to take concrete steps, measure and share the results in a transparent manner. It became WEPs signatory to spread gender equality perspective, raise awareness both within the company and in society. With this perspective, Girls Are Coding, which was implemented this year with Ministry of National Education, leads thousands of female students to receive education in the fields of science, technology, and robotics.



## 9. Turkish E-Export Company

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## ***RubiBrands***

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### **Description of E-Commerce Activities:**

Established in 2021, RubiBrands is Turkey's first E-Commerce roll-up company; meaning it's a house of brands that acquires successful E-Commerce consumer labels sourced from Turkey and turns them into global brands, growing them exponentially in the U.S. and other countries where Amazon is present. According to American market intelligence firm CB Insights; RubiBrands concluded the largest Seed fund investment in retail and technology in 2022 Q2, raising 23 \$ million with investors from the U.S. and Turkey. So far it has acquired 7 brands in food, textiles, homeware, outdoor and sports, 5 of which at the time of acquisition sold only in Turkey and 2 only in the U.S. After Rubi's financial and infrastructural investments, today all our brands export to the U.S, U.K, Canada, Mexico, and Germany.

### **Does Your Company Export to the U.S.?:**

Yes

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## **ASKON DEMIR CELIK A.Ş.**

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### **Description of E-Commerce Activities:**

The name of our parent company is Askon Demir Celik. Our company is a steel service center with a large machine park. We have 90 years of experience in Iron and Steel products. Since 2012, we are the only authorized steel service center of the German ThyssenKrupp factory in Turkey. In line with the strategic decision we took in 2017, we have established 4 different e-commerce brands in total so far, which are under the roof of our company and that we serve more than 60 countries as B2C, are as follows [www.artepera.co](http://www.artepera.co) , [www.wallartistanbul.co](http://www.wallartistanbul.co) , [www.ataturkhediyelik.com](http://www.ataturkhediyelik.com) and [www.oobje.com](http://www.oobje.com) that specialize on home decoration and complementary furniture. We have warehouses in both Turkey and the USA and we provide our shipments from these warehouses. All of the production processes are carried out under our own factory. With the meticulous work of our E-Commerce and Design team, which we have established for our brands, products have been designed and produced for many brands so far.

### **Does Your Company Export to the U.S.?:**

Yes