

The logo for AMCHAM TÜRKİYE is centered within a white rounded rectangular box. The word "AMCHAM" is in a bold, dark blue font with a white star on the letter 'A'. The word "TÜRKİYE" is in a bold, red font with a red star on the letter 'İ'. The background of the entire page is a dark blue field with several light blue stars at the top and abstract, overlapping geometric shapes in shades of blue, purple, and pink at the bottom.

AMCHAM TÜRKİYE

I AmChamPion Awards 2023 Projects

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1 - US Investment Award

Borusan Cat

Investment Area: Production / Manufacturing

Goal of the Investment:

It is crucial to reduce the effects of fossil fuels that cause global warming and choose green energy sources instead, focusing also on energy efficiency. Sustainable energy solutions have become a transformative trend that needs to be followed. Based on this, Borusan Cat started Sustainable Energy Solutions project to implement this transformation within its own facilities first then deploying these solutions to its customers to influence whole business ecosystem while also focusing on energy efficiency.

Description of the Investment:

As part of sustainable energy transformation solution Borusan Cat obtains all the energy needed at Adana facility, from rooftop solar panel system. Return period of this investment, with approximately 25 years of lifecycle is 2 years. By producing energy with solar panels, Borusan Cat prevented 3100 tons of carbon emissions. In addition to alternative energy solutions a study was carried out with a company to analyze energy consumption levels in Borusan Cat Gebze and Ankara facilities. Research was conducted at many different locations (Boiler Room, Pump Power Measurement and Efficiency Analysis, Lighting, Thermal Investigations, Electric Panel Examination, etc.) Efficiencies at these points were measured and savings opportunities were determined. Both projects support the company's purpose statement "We Create Solutions for a Better World", in line with 7th and 12th Sustainable Development Goals.

Positive Effect of the Investment:

With the 136.6kW rooftop SPP project installed in Adana facility, all electricity needed was provided with green energy. The project also creates opportunities for both subcontractors and suppliers to develop solar energy solutions. With the know-how gained in 2022, Borusan Cat reached a portfolio of 10M\$ solar system sales. Energy efficiency study will enable Borusan Cat to save 157.217kwh of energy with an investment of approximately 220K\$ while also helping to determine occupational risks to employees.

Amount of Investment in USD: Adana Facility Solar Project: \$79.890 Annual Operating Cost: \$360.

BDP International

Investment Area: Supply Chain, Logistics

Goal of the Investment:

Expansion of logistics services in different products, being a leading end-to-end supply chain service provider.

Description of the Investment:

Direct investment in contract logistics business, acquisition of 75% shares of ALISAN Logistics A.S.

Positive Effect of the Investment:

Customers within the Turkish market and beyond, stand to benefit from the strength of PSA's global network of deep-sea, rail and inland terminals worldwide, affiliated businesses in supply chain management, logistics, marine and digital services, coupled with PSA BDP's expertise in the realm of innovative end-to-end cargo solutions. With the ALISAN integration, PSA BDP now operates in 50 locations with 2000 employees in Türkiye.

Mastercard

Investment Area: Services

Goal of the Investment:

Mastercard has invested in Picus Security due to the growth potential of their innovative technology and to support local technology firms.

Description of the Investment:

Mastercard didn't only invest in Picus Security and became a stakeholder of their firm, but also partnered with them to make their services available globally. Since the beginning of 2022, Mastercard is providing attack simulation services. Picus Security's breach and Attack simulation platform is the main component of Mastercard's Cyber Front Attack Simulation Services. This service is made available globally to cross-industries under the "Cyber Front – Powered by Picus Security" brand.

Positive Effect of the Investment:

Picus Security's partnership with Mastercard increased their visibility globally and provided a channel to boost their revenue stream. Picus expanded their footprint in the cybersecurity markets in Europe, North America and Latin America by the help of this co-branded service.

The Kraft Heinz Company Türkiye

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.

Amount of Investment in USD: >USD 150 million



2. Regional Hub

Medtronic

Regional Hub Type: Management Hub

Number of Countries Managed from Türkiye: 17

Regions Managed from Türkiye: Türkiye, West Asia & Levant Region

Positive Impact of the Regional Hub to Türkiye:

Medtronic, as a global company employing over 90,000 people across more than 150 countries, serves healthcare professionals, hospitals, and patients. Medtronic has been serving the Turkish healthcare sector since 2004. Türkiye is the headquarters of the TWAL (Türkiye, West Asia & Levant) Region which covers 17 countries in the region. Medtronic TWAL continues its operations with more than 600 employees offering products, treatments, and services. We offer solutions and therapies in the cardiovascular, medical surgery, neuroscience, and diabetes fields. Along with commercial operations; sales, marketing, customer service, logistics, training & education, technical service, finance, customer care, and HR operations are being executed from Türkiye office. We partner with hospital management and medical leaders with a common goal to transform care pathways and clinical operations. We aim to alleviate pain, restore health, and extend life to contribute to human well-being.

Janssen

Regional Hub Type: Management Hub

Number of Countries Managed from Türkiye: 4

Regions Managed from Türkiye: Caucasia: Ukraine, Georgia, Azerbaijan, Türkiye (TURGAN region)

Positive Impact of the Regional Hub to Türkiye:

Effective September 1, 2022, Janssen Türkiye (Pharmaceutical Companies of Johnson & Johnson) embarked on a transformative journey, extending its operational encompassing four distinct countries. The new cluster, TURGAN (Turkey, Ukraine, Azerbaijan, and Georgia) has brought about several transformative positive impacts. Innovative Solutions for Millions: Our initiative has been dedicated to providing innovative solutions to address the pressing needs of 140 million individuals. Mastering the Regulatory Landscape: Our new cluster has dedicated itself to not just understanding different regulations but creating strategies that synergize with them. Through internal and external partnerships, we've been able to maximize our vast potential. Human Resource Empowerment and Knowledge Transfer: One of our core commitments has been to unlock the latent potential of human resources. Our approach has gone beyond conventional training and has focused on the transfer of know-how and innovation.

Honeywell

Regional Hub Type: Management Hub

Number of Countries Managed from Türkiye: 11

Regions Managed from Türkiye: Israel and Central Asia

Positive Impact of the Regional Hub to Türkiye:

Honeywell Türkiye, as a regional hub, has brought transformation and growth across diverse sectors. Its shift from reporting to the Middle East to being its own region has led to remarkable growth and an efficient workforce. This regional expansion, covering countries like Uzbekistan, Kazakhstan, and Israel, now forms the TICA region. In 2022, TICA emerged as Honeywell's fastest-growing region globally and rapid progress has propelled a turnover 2.5 times larger, all managed from within Türkiye. This growth has also led to a workforce highly satisfied and recognized with Great Place to Work certification. This journey has paved the way for significant investment plans, including an aerospace engineering center, fire suppression system design, and the world's first chemical plastics recycling facility. With a focus on expanding the workforce, upskilling, and co-innovation, Honeywell Türkiye is set to redefine industries and enhance lives across the region.

Coca-Cola

Regional Hub Type: Management Hub

Number of Countries Managed from Türkiye: 25

Regions Managed from Türkiye: Pakistan, Afghanistan, and Israel

Positive Impact of the Regional Hub to Türkiye:

As Coca-Cola, we have operated in Türkiye since 1964. Our regional headquarters in İstanbul oversees 25 countries in the Eurasia Middle East Region and we support the region in marketing, strategy, technical and supply chain, public affairs, and sustainability areas with 227 associates. We constitute 0.3% of GDP and provide a TRY 9.7 return to the Turkish economy with every TRY 1 of value. At Coca-Cola, we support our bottling and business partners, grow together in the geography we operate, build solid and valuable brands: Our anchor bottler Coca-Cola İçecek expanded its operations to 11 countries contributing to the economy by creating employment for more than 10,000 people directly through 30 factories. So it has become one of the top global bottling operators. Recently we have established a Digital Services Center based in İstanbul, which will serve 25 countries. We will facilitate rapid, automated access to information in key disciplines such as marketing, strategy, and finance.

Borusan Cat

Regional Hub Type: Management Hub

Number of Countries Managed from Türkiye: 5

Regions Managed from Türkiye: N/A

Positive Impact of the Regional Hub to Türkiye:

Borusan Cat operates in Türkiye, Azerbaijan, Kazakhstan, Kyrgyzstan, Georgia. Different countries work with each other, and some functions are managed by global teams, which are in Türkiye: Strategy & Sustainability, Artificial Intelligence Process Excellence... The monitoring, execution of strategic initiatives, excellence programs, growth opportunities are managed from Türkiye and deployed to other locations. Since the Digital Technology department is also located in Türkiye, innovation, digitalization processes are also managed here and implemented to other territories. So, Türkiye serves as a regional hub. The fact that Türkiye is a regional hub and that global teams are mostly located in Türkiye creates an advantage in employment in Türkiye. An advantage averagely 40% of our total employees from 6 countries work in the Türkiye location (TR1133 KZ1440 BDV99 KG111 AZ99 GE50). This is a high rate and shows that Borusan Cat's distributorship model in its operating countries is a source of employment for Türkiye.



3. Sustainable Development

Duracell

Action Name: Duracell Sustainability Education Program

Action Goal:

The recycling rate of waste batteries in Turkey is only 5% vs ~40% in Europe. The program aims to increase this collection rate. It 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 capable to spread the impact to their family and friends, as well.

Detailed Action Description:

Duracell Sustainability Education Program is the core enabler of the “Educate” pillar of Duracell Türkiye’s 3-Pillar (Reduce – Collect – Educate) Sustainability Strategy. The recycling rate of waste batteries in Turkey is only 5% vs ~40% in Europe. The program aims to increase this collection rate. It 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 capable to spread the impact to their family and friends, as well. To realize this aim, an educational seminar is developed by Duracell about the basics of environment and sustainability, battery in general and the importance of battery recycling. Partnering with local authorities and +80 schools since its launch in March’21, we reached more than 13.000 primary school students in 6 cities thanks to 25 Duracell employees as the only trainers who are voluntarily contributing to the program.

Verifiable Social and Environmental Benefits of the Action:

Duracell Sustainability Education Program reached more than 13.000 primary school students in 6 cities in 2 years, thanks to 25 Duracell employees as the only trainers who are voluntarily contributing to the program. Battery collecting campaigns associated with the program achieved 3 tons of battery recycling last year. The extensive media coverage in TV, newspapers and socials helped the program to raise awareness in the society at a much larger scale than the number of students trained.

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

Mondelez International

Action Name: Mastic Trees Growing with Falım

Action Goal:

Mastic trees are one of endemic species that only can be grown in Çeşme & Chios. However, most of the demand for mastic in the world is met by Greece. Although we have feasible conditions to grow mastic trees in Çeşme, we substantially import mastic from Greece. Falım, the most loved & consumed gum brand in Turkey, has been encouraging mastic production for years. This project aims to develop mastic production and awareness in Turkey and to bring economic & social benefits to society and environment.

Detailed Action Description:

“Mastic Trees Growing with Falım” Project, is carried out with the partnerships of Government, Directorate of Forestry, Civil Society Organizations and Gülbahçe Women’s Cooperative. (SDG 17) Below activities were held within the scope of this project: -Planting mastic tree saplings in the Demicili and Çiftlikköy villages in Çeşme, İzmir. (SDG 15) -Remedation works completed with the saplings that planted before in the Demicili and Çiftlikköy villages in Çeşme, İzmir. (SDG 15) - Local Entrepreneurs were trained on the economic potential of mastic and its cultivation methods to arouse awareness and a sustainable ecosystem in the region. (SDG 8) - Gülbahçe Women's Cooperative members in the region were trained about mastic cultivation and the production of value-added mastic included products like Turkish coffee, ice cream, pastry with mastic to create a sustainable economic income. (SDG 5 – SDG 8)

Verifiable Social and Environmental Benefits of the Action:

The results of the project are below: 4.5 M media reach achieved to create awareness on project with PR activities such as advertorials and press releases. Gülbahçe Women's Cooperative was provided with grant support to provide a sustainable production ecosystem. Trainings were organized for 30 women from Women's Cooperative and 30 local entrepreneurs who were interested in mastic cultivation. 500 mature mastic saplings were planted, and remediation works completed for 5000 mastic trees.

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

Johnson Controls

Action Name: Energy efficiency and sustainable structure creation project at plants

Action Goal: To slash energy consumption and emissions at the plant.

Detailed Action Description:

A plan was developed to design, digitalize, and deploy a central utility plant, redesign and retrofit a 1.56-megawatt carport solar solution with vehicle charging stations, water conservation upgrades and more. The entire solution will be validated and supported in the long-term using Open Blue Enterprise Manager, the Net Zero Advisor app and the Open Blue Central Utility Plant software, which enables central utility plant optimization, automated emissions reporting and data-powered decision-making on energy and facility operations.

Verifiable Social and Environmental Benefits of the Action:

Jci's plant will reduce its GHG emissions by 43 percent in emissions and reduce energy consumption by 26 percent. In addition, the plant's operations will be streamlined to deliver \$960,000 in annual energy and operations and maintenance savings while eliminating potential downtime in the facility.

Worth of Contribution if Available (USD): \$960,000

Honeywell

Action Name: World's first commercialized advanced waste recycling plant using Honeywell UOP Upcycle Process Technology in Türkiye.

Action Goal:

Honeywell, in partnership with Biotrend Energy, will construct Türkiye's and one of the world's pioneering advanced waste recycling plants using Honeywell UOP Upcycle Process Technology. This facility will transform mixed waste plastics into recycled polymer feedstock (RPF), fostering a circular plastic economy. With Honeywell's technology, the potential for recycling nearly 90% of waste plastics is significant, compared to the current 15% recycling rate.

Detailed Action Description:

UN SDG Target 12-13: 15% of the plastic waste generated today ends up being recycled and the plastic pollution problem will likely double by 2030. When used in conjunction with other chemical and mechanical recycling processes Honeywell's ready-now Upcycle Process Technology has the potential to help recycle nearly 90% of waste plastics. This would represent a considerable increase in the amount of waste plastics that can be turned into polymer feedstock. Honeywell signed an agreement with Biotrend Energy, which will use Upcycle Process Technology in a new commercialized advanced processing facility in Türkiye. The plant will have the capacity to transform 60,000 metric tons of mixed plastics waste into recycled polymer feedstock annually. When the Upcycle Process Technology processes waste plastic into circular plastic feedstock, it can achieve an 80% reduction in carbon emissions if the plant is supplied with 100% renewable electricity.

Verifiable Social and Environmental Benefits of the Action:

The recycling plant aims to process 60,000 metric tons of mixed waste plastics into RPF annually, addressing rising demand. This project not only offers environmental benefits but also positions Turkey as a circular economy leader by providing critical raw materials in short supply.

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

Cargill Türkiye

Action Name: 1000 Farmers Endless Prosperity (1000FEP)

Action Goal:

Türkiye's agricultural economy is among the top ten in the world, with half consisting of agricultural land, though it's not being treated cautiously so productivity is reduced day by day. Cargill Türkiye launched 1000FEP in 2019 which aims to help farmers increase their productivity and livelihoods while contributing to the protection of natural resources by using regen ag practices and digital agricultural tools. While the farmers' welfare increases, safer and more sustainable food is obtained.

Detailed Action Description:

11 out of 17 UN SDGs are obtained by 1000FEP. With SDG 1,2,3 improving knowledge levels through financial literacy, & agricultural techniques increases farmers' profitability & welfare, ensuring everyone's access to food by protecting the fertility of the soil tracking raw materials. SDG 4,8,10 supports increasing awareness with agricultural data-based technical knowledge, and environmental training while supporting them with access to digital tools. Agricultural consultancy increases income earned from agriculture. SDG 6,12,13,15 supports ensuring sustainable water management in farms, providing training on correct irrigation techniques through satellite field health control. Food security is possible by using resources more efficiently by optimizing the amounts of water. Protecting biodiversity by preventing land degradation and biological pollution ensures a positive impact on the ecosystem. SDG 17 supports multi-stakeholder collaboration.

Verifiable Social and Environmental Benefits of the Action:

In 21 provinces 5000+ farmers have been reached with 60000ha. of land. Since 2019, productivity has increased by up to 20% every year. Soil quality and biodiversity were preserved by 5000+ digital analysis and fertilizing correctly. 16,513kWh of energy was saved. 117,26kg of GHG emissions were prevented. Farmers' carbon footprint is calculated with CoolFarmTool. Plastic waste containers were delivered to encourage them, 3tons recycled. Each 1€ invested provided a social return of 3.23€ in 2022.

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

Cargill Türkiye

Action Name: Adıyaman Food Bank (Disaster support)

Action Goal:

Cargill is very focused in the region regarding the devastating earthquake while concentrating on long-term plans with the donation of 1 million USD support plans will continue to be implemented in the region. Cargill Türkiye established the Adıyaman Food Bank in order to support regional development in the long term for 36,000 families in two years by meeting their basic needs with products in Adıyaman earthquake zones. It is also aimed at providing employment.

Detailed Action Description:

On February 6, 2023, a major earthquake disaster occurred in Türkiye, the epicenter of which was Kahramanmaraş, and 11 cities were deeply affected. Cargill immediately started its support to the cities and got involved in Search&Rescue(SAR) efforts in the region with its employees. Vital aid such as food, water, clothing, heater, generator, tent, and additional funds were delivered to the region. Cargill, which has been working in the region, has focused on long-term collaborations to create lasting benefits in the development process. It established the food bank in Adıyaman, one of the cities most affected, and undertook the grocery shopping of families in cooperation with TİDER (Basic Needs Association) a member of the Global Food Banking Network (GFN). The project serves 7 out of 17 UN SDGs. SDG 1. No Poverty, 2. Zero Hunger, 3. Good Health and Well-Being, 8. Decent Work and Economic Growth, 10. Reduced Inequalities, 12. Responsible Consumption and Production, 17. Partnerships for the Goals.

Verifiable Social and Environmental Benefits of the Action:

36,000 families will be able to benefit from the Food Bank in the region for two years. Even though it's very difficult to find employment in the region, so far four people have been employed. T.R. Ministry of Internal Affairs Disaster and Emergency Management Presidency (AFAD) member three Cargill employees, rescued six people under the rubble. More than 12Million meals were served by our global partner World Central Kitchen. 50,000 dollars in cash donations were made through NGOs.

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

Coca-Cola Türkiye

Action Name: Sustainable Agriculture Practices

Action Goal:

The Coca-Cola Company commits to continue its efforts to drive water security for all. The company believes that water is key to the communities in which it operates. As a proactive response to drought and high-water stress in Türkiye, the Sustainable Agriculture Practices in Bursa and Tekirdağ was launched in 2022, in partnership with Doktor, an agri-tech company and funded by the Coca-Cola Foundation. The project aims to improve irrigation efficiency and agricultural practices of land-growing.

Detailed Action Description:

Irrigated agriculture remains the largest user of water globally, accounting for 70% of water use worldwide, and has significant impacts on watershed health. Coca-Cola Türkiye's initiatives reflect a commendable commitment to environmentally friendly practices and sustainable resource management. Sustainable Agriculture Practices improves agricultural practices on land growing apples, peaches, nectarines, and tomatoes which are major water users. In the project, sensors have been installed to monitor climate and soil moisture conditions, and satellite data has been used to calculate levels of evapotranspiration. All this data has been combined to provide personalized irrigation programs for participating farmers and to help avoid excessive watering. In addition, drip irrigation infrastructure has been built on selected sites, which helps to reduce water use, and artificial reservoirs have been constructed to capture and hold rainwater to be used for irrigation purposes.

Verifiable Social and Environmental Benefits of the Action:

It supports 500 acres of land. It aims to replenish ~500million liters of water per year. Estimated that drip irrigation will lead to a 20% increase in water efficiency for apple, peach, nectarine and 50% for tomatoes. The improvements in water use are expected to help farmers reduce costs and increase profitability. Devoted to water sustainability, the company actively reduces water usage, facilitates reuse, recycles wastewater, regenerates water used in its beverages, and plants back into nature.

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

Bristol Myers-Squibb

Action Name: Blood and Beyond Türkiye Report

Action Goal:

The "Blood and Beyond" initiative is a significant project aiming to contribute to developing practices in European countries that improve patient outcomes by optimizing blood management and supporting innovation. It seeks to formulate policies for optimizing blood demand and supply across all sectors. It aims to assist in prioritizing "blood procurement and utilization" as a crucial component of sustainable public health, with a particular emphasis on increasing voluntary blood donation levels.

Detailed Action Description:

The "Blood and Beyond" Project, with a strong emphasis on sustainability, extends its impact beyond transfusion by considering its economic and social implications. The project aligns with the United Nations' Sustainable Development Goals, addressing financial losses in transfusion processes and healthcare sustainability. It reveals an annual public cost of \$405.9 million, emphasizing the need for sustainable blood management policies. These policies distinguish between chronic and acute blood demand for efficient resource allocation and promote innovative approaches like Patient Blood Management (PBM) to reduce transfusion needs, leading to cost savings and better patient outcomes. The project also advocates for sustainable alternative treatment methods, such as synthetic blood substitutes and bloodless surgery techniques, to conserve blood resources and improve supply sustainability.

Verifiable Social and Environmental Benefits of the Action:

The project plays a pivotal role in promoting sustainability by focusing on efficiently managing blood resources. It introduces innovative treatment approaches to significantly reduce blood demand by 10-40%, which, in turn, helps in mitigating potential supply risks and disruptions. This, along with improved patient welfare, contributes to the long-term sustainability of healthcare practices and aligns with the broader goal of achieving economic and social well-being for all.

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

Bunge

Action Name: Keep Alive for Generations

Action Goal:

Olive oil is not only a staple food, but also a source of healthy living and a vital link between humans and nature. As Bunge, we aim to protect this culture created by olives and olive oil for thousands of years and pass it on to future generations. All of our sustainability projects under the name and strategic approach of "Keep Alive for Generations" continue with the goal of "creating a sustainable value chain" in social, economic and ecological life in line with UNDP's 17 SDGs.

Detailed Action Description:

Our sustainability projects are as follows: The "Monument Tree" project, which has been ongoing since 2018, in which we identified and registered 310 monumental olive trees aged 400 years and over as a result of scanning 25 million olive trees. Our second Project Komili Olive and Olive Oil Institute, which focuses on the female workforce and provides training on efficient, modern, sustainable and climate-sensitive agricultural practices to empower women economically. Our third project is the education project, which started in cooperation with the MEB and aims to reach 1 million students by the end of the first year. Our fourth project is the project in which we examine the last 12 thousand years of Anatolia, where the first agriculture was practiced in the world. In this context, we collaborated with UNESCO on the project titled "The Book of Olives: One species, one place, one thousand cultures". All these projects are correlated with UNDP's SDG 1, SDG 2, SDG 3,SDG 5,SDG 12,SDG 13,SDG 15 goals.

Verifiable Social and Environmental Benefits of the Action:

Completion of Turkey's monumental olive trees map by the end of 2024, 480 women farmers to be trained at Komili Olive and Olive Oil Institute in 5 years, Reaching 1 million students and 2 million parents by the end of the first year in cooperation with the Republic of Turkey Ministry of National Education, Providing trainings to the community at Ayvalık Village Life Center, Preparing a 2-volume book with UNESCO titled 'The Olive Book: A species, a place, a thousand cultures'

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

Philip Morris

Action Name: Shared Distribution Capacity

Action Goal:

The project serves to economic efficiency, sustainability, and reduction of business continuity risks. By cooperating with companies and streamlining operations within the distribution network, the project reduces financial costs and ecosystem's vehicle needs and associated environmental impact. Project not only boosts the welfare of our supply chain partners but also safeguards against constraints during peak demand periods, further solidifying our commitment to ensuring uninterrupted operations.

Detailed Action Description:

To enhance operational efficiency and foster sustainable practices within the industry, our paramount objective is to optimize the utilization of our transportation fleet. This is achieved through a strategic collaboration with esteemed partners, matching the return routes of PMI vehicles with the delivery points of our partners. This synergy approach not only eliminates redundant journeys, ensuring the streamlined utilization of resources, but also bolsters economic viability for all stakeholders involved, including PMI, our business partners, and logistics providers. This concerted effort contributes significantly to mitigating the ecological impact, reducing the collective carbon footprint, and advancing our commitment to social responsibility. As we navigate the dynamic landscape of the logistics sector, this collaborative strategy serves as a robust shield, minimizing the risks associated with the volatile supply-demand equilibrium and ensuring uninterrupted business continuity.

Verifiable Social and Environmental Benefits of the Action:

Through the project within 2022, Philip Morris achieved a financial benefit of 1.3% in overall distribution costs and a CO2 reduction of 477 Tons (7% improvement in CO2 emission). As a result of this project, 444 trucks were used 2 fewer days each, resulting in a profit of 888 Trucks/Day and 1776 Drivers/Day.

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

Borusan Cat

Action Name: Sustainable Development Solutions

Action Goal:

In case overhaul needs, refurbished components are provided to the customers and old ones bought out from Exchange Business Model. With this model fewer raw materials are used to remanufacture parts, that saves natural resources while producing less waste, using less energy and water during these processes. Machine Learning Algorithm "Müneccim" aims to increase uptime of construction machinery, minimize high repair and maintenance costs, and prevent customer dissatisfaction due to machine failure.

Detailed Action Description:

Exchange is a business model that offers a new economic life by providing refurbished components to the customers hence increase the uptime of machines, preventing production losses. Not only does remanufacturing lower costs and save time for customers, it also cares for the planet by reducing our carbon footprint during the processes. This transformation supports the 12th and 13th Sustainable Development Goals that emphasize "Responsible Consumption and Production" and "Climate Action". AI and IoT application algorithm "Müneccim", estimates any malfunction or failure with proactive approach creating economic, environmental, and social value to all parties and the planet. Our project "Müneccim", supports the 9th Sustainable Development Goal which is "Industry, Innovation and Infrastructure" with its innovative approach for machinery industry.

Verifiable Social and Environmental Benefits of the Action:

B'Daha Exchange total sales volume increased to \$7,55m, with %123 increase compared to 2022. 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. Our contribution to sales with Müneccim in Turkey from 2020 to the end of 2022 (with before failure) is 6.75 million euros.

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

PepsiCo

Action Name: Biomethanization Facility Project

Action Goal:

End-to-end business transformation w/sustainability, development of sustainable food system, invest in technologies to reduce carbon & greenhouse gas emissions (1237 tons annually), create a circular and inclusive economy, creating positive impact towards Net Zero and carbon-free world, produces biomethane from organic wastes collected from production lines as a substitute for natural gas used in production, produce approximately 1.2 million Nm³ of biomethane annually from 10,000 tons of organic waste.

Detailed Action Description:

With investment of app. 100 million TL, we're proud to open the first-ever PepsiCo Biomethanization Facility in Turkey, established in our Manisa factory, produces biomethane from organic wastes collected from production lines as a substitute for natural gas used in production. Our facility converts organic potatoes, chips, starch, oil & similar degradable wastes into biogas by fermenting them in oxygen-free envr. Then, using biomethane purification unit, H₂S, CO₂, N, H₂O in the biogas are purified to obtain biomethane with a purity level of over 97%. We'll be able to produce approximately 1.2 million Nm³ of biomethane annually from 10,000 tons of organic waste. Thus, while meeting 30% of the natural gas needs of our factory, we'll also reduce greenhouse gas emissions by 1237 tons annually. Addressing SDGs; w/our project; contribute to SDG7 Affordable & Clean Energy, SDG8 Decent Work & Economic Growth, SDG9 Industry, Innovation, SDG11 Sustainable Cities & Communities, SDG12 Responsible Consumption & Production, SDG13 Climate Action.

Verifiable Social and Environmental Benefits of the Action:

Reducing 1237 tons of greenhouse gas emissions (which is equiv to 566,000 m³ of natural gas emissions), support zero waste goals by converting organically degradable waste into biogas, creating a facility where organically degradable wastes are fermented in oxygen-free environment & converted into biogas, producing biomethane from organic wastes, produce appr. 1.2 million Nm³ of biomethane annu. from 10,000 tons of organic waste, contributing to SDGs and carbon free environment.

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

Kale Pratt & Whitney

Action Name: Fikirden Kale Suggestion System

Action Goal:

Fikirden Kale is designed to direct employees' experiences, creative talents and skills to improve the business. Our goal with the Fikirden Kale system is; for employees to share their ideas by identifying problems and improvements in the field they work in and other areas, contributing to the continuous improvement of the institution, strengthening and developing inter-departmental cooperation.

Detailed Action Description:

The suggestion system was carried out with ideas collected on paper before the Fikirden Kale system was established. Failure to keep the suggestions recorded in a system caused problems such as slow progress of the system, high paper consumption and low number of suggestions. In the process of designing the new system (Fikirden Kale), the most appropriate flow and design was first worked on, taking into account the company's needs. At this stage, it was decided with common sense in the workshops attended by volunteer employees within the company, how the process should be structured, and the name of the system was determined by voting with the suggestions of the employees. Sustainable Development Goals Article 8-Relates to decent work and economic growth. It is aimed at developing decent business models.

Verifiable Social and Environmental Benefits of the Action:

The improvements and developments made thanks to the Fikirden Kale system, which was effectively designed in line with strategic goals and plans, contributed to accelerating the achievement of company goals and creating an innovative working environment compatible with corporate strategies. A total of 3370 suggestions have been entered into the system since it was put into operation in 2020. These suggestions have yielded \$402K as of 2020.

Worth of Contribution if Available (USD): \$402K

Kale Pratt & Whitney

Action Name: Total Water Management

Action Goal:

Description: Carrying out improvement projects for the efficient use of water under one roof 1. Connecting a Meter with Analyzer to Water Distribution Lines 2. RO Waste Recovery 3. Efficient Use of Water in Cooling Towers 4. Ensuring Water Efficiency in Washing Machines 5. Time Setting and Rain Sensor Application in Garden Irrigation System. Scope: All systems requiring water in Kale PW facility. Purpose: To ensure water efficiency, to provide monitoring and recovery methods.

Detailed Action Description:

Connecting a Meter with Analyzer to Water Distribution Lines:By connecting meters to 10 different lines, trend monitoring is done from the energy monitoring system.In this way, leaks in the fire hydrant line are detected and action is taken.Ro Waste Recycling: Ro waste water is sent back to the collection pool and blended,monthly An average of 140 m3 and 1680 m3 of water was recovered annually. Efficient Use of Water in Cooling Towers: Instead of a timed blowdown system in the towers, system that blows down according to the conductivity value was switched to a system that blows down according to the conductivity value, and the periodically discharged water was sent to the waste at lower rates according to the conductivity value. Timing and Rain Sensor Application in the Garden Irrigation System: After the improvements,195 m3 of water was saved annually. SDG 6 Clean water and Sanitation.

Verifiable Social and Environmental Benefits of the Action:

Approximate water gain of water efficiency projects was found to be 2000 m3. The values taken from the factory general meter show that the average water consumption in 2021-2022 is 5000 m3 lower than in 2019-2020. This gain in the last 2 years corresponds to approximately 35% of the total water consumption.

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



4. Diversity & Inclusion

Esin Attorney Partnership

Project Name: Inclusion, Diversity & Equity ("I, D&E") Initiative

Project Goal:

Our I, D&E Initiative is focused on gender, disability, ethnicity & culture. Our Initiative is further supported by key values of our Firm such as better and more inclusive practices honoring equality, along with wellbeing and mentoring. Our goal is to create a welcoming environment and to foster a diverse culture that not only celebrates equality across differences, but also values the differences between people and flourishes the full capabilities of individuals.

Project Description:

Related to disability pillar, we reconstructed the office building for wheelchair accessibility, installed braille within the office and digitalized our library. We organized 4 sign language workshops. Together with our monetary contribution for these workshops, we helped providing equipment for the hearing-impaired people who lost their hearing devices and implants during the 2023 Türkiye-Syria earthquakes. We organized educational seminars regarding autism and dyslexia awareness. Internal Employment Policy on Work-Life Balance and Maternity includes benefits of workload flexibility, full salary during paid maternity leave and full salary for mothers who choose to work part-time for an additional six months. All benefits applicable to adoption. RISE is a 12-month sponsorship program aimed at high potential females. Leaders Investing for Tomorrow (LIFT) is a 12-month sponsorship initiative for females designed to accelerate opportunities for career.

Quantitative Results Achieved through the Project:

6 females benefited from Internal Employment Policy. 7 females participated in RISE. 3 females participated in LIFT. As a part of pro bono services, we provided app. 375 hours of support to the disadvantaged.

Hilton Istanbul Bosphorus

Project Name: Woman In Leadership

Project Goal:

Empowering female employees, to increase their awareness in their both professional and everyday lives and enabled them to look their future more brightly. In this context, we have designed many training programs just for our female employees to develop both professionally and socially. As a result of these programs, our colleagues really provide self-confidence, feel more competent and feel like role models. In this direction, the success of our organization is progressing in a positive way.

Project Description:

We apply affirmative action to our female employees in accordance with our human resources policies. The "Women in Leadership" workshop series has been created in our Hilton hotels, and as of 2019, all female employees in our hotels will receive comprehensive training from female Hilton managers as part of these workshops. Employees who participate in the Women in Leadership Workshops, take an active role in achieving the KPIs and goals of our hotels by preparing projects on guest satisfaction, employee satisfaction, cost management and increasing hotel revenues. In order to transform processes into behavior and to ensure continuity, Women in Leadership Committees are established in all our hotels.

Quantitative Results Achieved through the Project:

In the WIL, female participants rate was 50.26% in 2022, and increased to 52.12% in 2023. We were awarded the 7th prize in the Best Place for Woman in the GPTW 1000+ employee in 2023. Our goal is to increase female employees' number by 5% followed this year, and we've completed 50% of our target.

Johnson and Johnson Türkiye

Project Name: Including You

Project Goal:

Our main goal is to raise awareness of a fairer and more inclusive work environment by promoting diversity, equality and inclusion within J&J and HBA. To improve equality and business results in the healthcare sector, we aim to support diversity in all areas (gender, age, title), promote women to decision-making and influential positions, be a leader in gender equality, and drive equitable practices in organizations that enable employees to realize their full potential.

Project Description:

We are producing various projects by saying "We are all a part of this". We prepared and shared a translated glossary published by J&J to facilitate the internalization and use of words used in the field of DEI. While doing so, we created informative posters explaining the importance of DEI within J&J, the awards it has received in this field and our strategy in this field. The Unconscious Bias training, which is part of DEI, was restructured with creative drama method and internalized by the participants. Awareness surveys were conducted together with the training. There was also a panel session where we could listen to these concepts and the importance of this issue from the perspective of our General Managers. With the concept of "This door opens to equity", we want to maximize the awareness of the participants on this issue with the colorful designs we made on the doors and stairs, and we celebrate diversity, ensure equity and build an inclusive culture in all our work.

Quantitative Results Achieved through the Project:

We organized a GM panel for 100+ people on the basis of DEI. We completed our Creative Drama training on 3 different dates with full quotas with an average score of 4.71 out of 5 in our satisfaction survey. With 45 responses, we measured the awareness of term resources within DEI.

Cargill Türkiye

Project Name: The Women Leaders of the Future (WLF) Program

Project Goal:

Cargill globally acts that women are key drivers of economic, environmental, and social growth. Align with the UN WEPs, it commits to increasing the proportion of women leaders to 50% by 2030 Cargill Türkiye initiated The Women Leaders of the Future Program in 2021 with the Turkish Education Foundation (TEV) which aims to shed light on the paths of about 600 students by 2027 with global funding, from education to career, empower them, so more women will be included in leadership positions.

Project Description:

During the designing phase of WLF, extensive research was carried out to identify the needs of a university student to become a successful leader. Beyond need-based grants, the WLF offers mentoring, personal and professional training, developmental resources, book support, and many more opportunities to the students which distinguish WLF from its competitors. Opportunities include also training at Cargill's production facilities, participation in R&D projects related to their departments, and factory tours. Various training, seminars, and subscriptions (audiobooks, online holistic well-being platform, art film platform) are organized to support the personal development of scholars. Therefore, students can gain beneficial experience in their career journeys. Internship priority is given to the students who apply at Cargill factories if the conditions are suitable. The scope of the program is being expanded constantly with feedback and approaches for more women leaders of the future.

Quantitative Results Achieved through the Project:

About 200 students are reached from 30 universities in 16 provinces in Türkiye, by 2027 it will be 600 with Cargill's global funding. All applicants secured internship opportunities at Cargill. 60% joined the workforce, to become tomorrow's leaders. 65% secured their first job within six months.

Coca Cola Türkiye

Project Name: My Sister

Project Goal:

My Sister, funded by the Coca-Cola Foundation and initiated by the Coca-Cola Türkiye, has empowered women and equipped them to take an active role in socio-economic development since 2015. It creates awareness of gender equality, supports women to have equal opportunities to access resources, information, and networks to build/grow their businesses. In order to create future leaders, the new phase of the project will focus on women's active involvement in life and aim to reach 50,000 new women.

Project Description:

My Sister has aimed to reach 450,000 women by increasing their business skills via capacity-building training, strengthening local & regional cooperation opportunities, and mentorship by connecting women. Financial assistance was provided to cooperatives and entrepreneurs by the Grant Program while increasing market access, and visibility for women's products in local, national, and online markets. The new roadmap plan of the My Sister:

- Provide opportunities to improve the employability of undergraduates and high school graduate female students, ensure a successful transition from school to work life actively.
- Empower and provide support to unlock their potential by providing job-relevant support such as mentorships, and inspirational seminars for employment opportunities.
- A collective solidarity movement in the business world by providing participation of companies, NGOs, and business networks to support the economic empowerment of young women and participate in the economy.

Quantitative Results Achieved through the Project:

450,000 women have been aimed to be reached out. 101 women received 4,040,000₺ grants in total. Every 1₺ investment reached 2.8₺ SROI in 2022. 1,600+ hours of training. 50,000 female students will be provided mentorship, scholarship, training, and inventory test opportunities for economic mobility.

Pfizer Türkiye

Project Name: Pfizer Mozaik inisiyatifi

Project Goal:

As an active supporter of diversity and inclusivity, we are a biopharma company which not only invests in developing talent, but also where colleagues are able to communicate openly and feel valued. We say, “There’s no limit in touching lives,” and work with the understanding that “science will win”. We launched the Mozaik initiative in 2019 to improve an inclusive culture and work-life integration, as well as diversity in gender, generations, disabilities and sexual orientation.

Project Description:

Gender & Generational Diversity- Sexual Orientation: Mozaik initiative comprises several programs supporting side benefits, including the Mom2Mom & Parent2Parent mentorships. We extended paternity leave to 12 weeks and created a work environment where multiple generations work in harmony through the reverse mentorship process. We set up a sub-working group on LGBTI+ issues like including “partners” in our private health insurance coverage. Disability: a sub-working group for employees with disabilities and decided to appoint at least two colleagues with a disability to new roles. Work-Life Integration: improving the quality of life for our employees and their families in the physical, social, mental, psychological, and environmental sense with our wellbeing program “Sen İyiyken Biz İyiyiz”. Inclusive Culture: BirDiyeceğimVar platform where Pfizer colleagues are able to voice their thoughts and feelings freely and openly.

Quantitative Results Achieved through the Project:

We get excellent feedback from our colleagues with these programs implemented within the Mozaik initiative. We became a model for the sector and the HR world with our projects and programs and increased their visibility through our announcements in the press and on social media.

Philip Morris Türkiye

Project Name: Employee Resource Groups (ERGs): The power of volunteering

Project Goal:

Diversity, equity, and inclusion ("DEI") are integral to sustaining a positive work culture, require collaboration & involvement from all employees. As PMTR, we prioritize raising awareness & implementing innovative approaches to promote diversity as core value embedded in our company DNA. Our volunteer ERGs led by volunteers & sponsored by a member of the Management Team, offer a platform for building a sense of community, visibility & greater understanding of diverse experiences & dimensions of DEI.

Project Description:

PMTR, one of our ERGs w/13 volunteers, aims to accelerate our actions to advance disabled individuals' inclusion & wellbeing. The outcomes of a year of efforts: Phil-in Internship Program: With Phil-in, we aim to address the high unemployment rate among disabled individuals, to meet special needs of our candidates & prepare them for business life by evaluating them regardless of their disability. Phil-in is an 11-mo. internship prog. aiming to equip disabled people w/skills & to onboard them in pro. life. Phil-in creates tailored development plans to improve the business experience of each intern who is in the 3rd&4th year of university. We assign a coach to our interns who accompanies them throughout the program, so they constantly improve & gain experience in a supportive culture. Awareness Programs: Inclusion Manifest Video, Sign Language Webinars w/DEM Derneği, "Unconscious Bias" workshop by Ebru N. Celkan, Inclusion Language Toolkit, 'You have the Mike' where we hosted disabled employees.

Quantitative Results Achieved through the Project:

In 2023, Phil-in received 127 applications. Currently we've 10 interns. In addition, we hired 2 interns for permanent positions & brought them into the business world. In our I&D addendum, assessed annually via an employee survey, our I&D score is 78 based on the feedback of 1100+ participants.

Medtronic

Project Name: Elevating Cultural Mindset: Empowering Growth and Success

Project Goal:

ID&E has been integrated to Medtronic for 60+ years, shaping our mission's core. Embracing diversity drives innovation and success. Collaborative cultures value every employee, yielding extraordinary outcomes. By fostering a collaborative environment with individuals from diverse backgrounds, we are better equipped to adapt to dynamic markets, effectively cater to our customers' needs, and cultivate a workplace culture that values and appreciates the contributions of every employee.

Project Description:

Promoting Female Leadership is central to our diversity agenda, recognizing the profound impact of diverse leadership on innovation and creativity. Female leaders offer unique insights, acting as role models and mentors, enhancing organizational dynamics, and boosting employee engagement. To address the opportunity disparity for women in leadership, we initiated the EMEA RLM Women Leadership Accelerator Program (WLAP). This empowers top female talents with career coaching, mentorship, leadership training, and confidence-building workshops, resulting in a 31% promotion rate and 10% assuming new responsibilities. We also champion diversity in hiring, provide bias reduction training, set D&I goals, and ensure pay equity. Our Early Career Program includes comprehensive internships to build a robust talent pipeline. The 'ABLED' program raises disability awareness and values disabled skills for a more diverse talent pipeline.

Quantitative Results Achieved through the Project:

Double-digit growth of 14%, surpassing AOP by 55.8 million while improving all OHS categories of minimum +10pp in Commercial Teams. Hired 45 interns and are proud to have converted 40% to permanent Headcount (67 % female talents). Women in manager and above roles is at a remarkable 50.70% in TWAL.

Gilead Sciences

Project Name: Inclusive and Diverse Culture

Project Goal:

We focused on having a broaden Inclusive and Diverse Culture based on the Employee Survey Results. The project is aimed to have specific topics which will have a big impact on individual's life and worked on to improve work-life balance and support speak-up culture for awareness that differences are our strength, and this is possible in an inclusive mindset and behaviors. We aimed to conduct focused activities strategically aligned as per the need of all individuals which will have a big impact.

Project Description:

We aimed to hear the voices of all individuals and arrange specific activities based on the need. We had conducted surveys and as per the results, we organized different interactive activities in order to broaden the I&D culture by increasing awareness and including tips to practice them in our daily life which will improve efficiency. We had 2 topics to focus on 1. Wellbeing of the all individuals including work-life balance. 2. Support speak-up. Activities organized; ·Speaker to cover the topics, we are aware of gender equality for World Women Day. ·Psychiatrist as a speaker for pride month. ·Attended the global Inclusion and Growth week which allowed best practice share within the countries, learn from each other, and increase awareness to have a growth mindset and support personal growth. ·Launched wellbeing and arranged webinars on time management and productive meetings. New working norms for efficiency were shared with all employees during cycle meeting.

Quantitative Results Achieved through the Project:

As per the results of the local survey conducted at the end of the year were satisfactory and improved compared to the beginning of the year. The responses to the open-ended questions provided further information on the benefit of the activities conducted and on the subjects to focus on the next year.

Ata Group

Project Name: Riders Academy

Project Goal:

Main Goals: 1. To be able to meet the increasing demand for the size and the quality/capabilities of the workforce in the last mile logistics sector in Turkey. 2- Creating the profession of ridership and setting standards/ensuring fundamental education is given and compliance to safety requirements is met. 3. Making sure that riders are feeling included and prominent members of the society regarding their professions.

Project Description:

Riders Academy involves four pillars of education for 3 days: 1. Safety Standards 2. Riding Techniques 3. Customer Relations 4. Mentorship. The riders attend a 3-day program full of lectures, mentorship and riding practices. After finishing the curriculum, riders take an exam and if they pass, they are certified by the Universities with which we have partnership for this program.

Quantitative Results Achieved through the Project:

We have around 6K riders working for both our Tab Foods and other brands. A university certificate makes riders feel valued members of society. The loyalty of the graduates: 70% up & customer satisfaction:40% up. In a holistic view, we have achieved development for the ecosystem/community.

Borusan Cat

Project Name: Diversity and inclusion projects

Project Goal:

As Borusan Cat, differences and diversity, different perspectives and opinions are very valuable to us. In addition, gender equality in business life is one of the issues we attach great importance to and keep among our goals. With various projects, activities, and cultural programs, we aim to keep diversity within our organization in an inclusive manner and to do things that are beneficial to the world together.

Project Description:

With our Borusan Equal project, we aim to balance the number of male and female employees in all 6 territories we operate. Within the scope of this project, we ensure that each of our employees is equal and valuable to our company. Our BorusanX cultural constitution is also an important resource for D&I. We finalized this constitution after several versions with the participation of all employees of our companies. In order for these principles to be adopted within the companies and become a cultural infrastructure, we organized seminars. Thus, we ensure equality, inclusiveness, different thoughts, people from different cultures and the ability of all employees to freely express their ideas. Other projects we have carried out regarding diversity & inclusion are gender equality awareness seminars, the Sisters Club project, which includes mentoring and development programs that will strengthen women's place in business life and female operator training program that we run in Türkiye and Kazakhstan.

Quantitative Results Achieved through the Project:

Turkey: 217 female, 918 male employees. Globally: 517 female, 2318 male employee. Our goal is to equalize the number of male and female employees to 50-50% by 2030. Nearly 300 employees attended gender equality awareness seminars.

Johnson Controls

Project Name: Women in Leadership Program

Project Goal:

This seven-month development program explores the unique issues that women face in the workplace, specifically in operations, and enhances leadership skills to empower participants to strive for their full professional potential.

Project Description:

To further support the advancement of women and their career development at Johnson Controls, the Women's Leadership Program was launched. The seven-month global program focuses on building a personal brand, personal development planning, networking and building confidence to drive their own career.

Quantitative Results Achieved through the Project:

The cohort consisted of nearly 500 women in 25 countries with a combined 1,500 years of experience in more than 20 business areas.

Procter & Gamble

Project Name: Orkid x Türkiye Women's National Volleyball Team Courage Sponsorship

Project Goal:

Orkid, P&G Türkiye's leading feminine care brand, is committed to empowering future generations, strengthening their relationship with sports, and raising awareness to this cause. In line with this commitment, Orkid became the “Courage Sponsor” of the Turkish National Women's Volleyball Team in cooperation with the Turkish Volleyball Federation, aiming to inspire and drive young women. Now in its 20th year, this sponsorship has encouraged thousands of young women to play sports.

Project Description:

According to a Türkiye-wide survey conducted by Orkid and Ipsos, 77% of women who play sports in adolescence say that sports helped them become the person they are today. Women who play sports emphasize that sports have helped improve their self-confidence, mental endurance, and teamwork skills. Through our Courage Sponsorship of the Turkish National Women's Volleyball Team, we utilized the team as ambassadors that inspire and empower all women through the team's success. Recognizing the importance of early exposure to sports, we also sponsored the TVF Sports High School and Eczacıbaşı Youth Team to support girls' confidence when it matters the most, during puberty. Through various digital and in-store support mechanisms, we fostered a real connection between consumers and volleyball. We increased our interaction via joint social media posts with the federation, influencer & PR activities, and setting up engaging stands at match venues to reach a larger audience and share our pride.

Quantitative Results Achieved through the Project:

Research has shown that our brand's support for sports and empowerment of women via the sponsorship has increased our brand perception by 50% in the eyes of consumers over the course of 7 years. In the last year alone, we reached 85% of our target audience via our sponsorship communication efforts.



5. Innovation

Ford

Innovation Practice/Project Area: Production and Sales

Innovation Practice/Project Name: Bluepath Robotics

Description of the Innovation:

The autonomous mobile robot project, which emerged with the motivation to transform the material mobility within Ford Otosan factories into autonomous, offers its customers an end-to-end autonomous intra-logistics solution. Within the scope of the project, in addition to autonomous robots, products such as fleet management system and tracking & reporting software that can work integrated with production lines have been developed 100% by Ford Otosan engineers and made ready for use by both internal and external customers. With the project, 120 AMRs are being actively used in Ford Otosan plants, and a total of 220 AMRs are planned to be commissioned within the next one-year period. In addition to this, 2 AMRs and fleet management system software are working in the production technologies development department known as Advanced Manufacturing Centre in Ford America. Thanks to the work carried out here, it has been selected as one of the 3 most important mobile robot partners by Ford US.

Positive Impact of the Innovation:

This journey, which we started with 3 engineers in 2019, continues with 25 engineers and 8 technicians as of October 2023. After the completion of the spin off process, it is planned to reach 40 engineers and 15 technicians in 2024. During the project, growth was achieved by benefiting from Tübitak and Horizon support as well as Ford Otosan orders. The company has a turnover target of € 2 M in the new year and has so far provided € 8 million in savings to Ford Otosan.

Lighthouse Worldwide Solutions

Innovation Practice/Project Area: Operation

Innovation Practice/Project Name: Turkiye's first and the only TURKAK Accredited Mobile Particle Calibration Van.

Description of the Innovation:

In order to reduce downtime and prevent possible disruptions in logistics, we moved our TÜRKAK accreditation scope, which serves the pharmaceutical and defense industries, to our uniquely designed mobile calibration laboratories.

Positive Impact of the Innovation:

Reduced downtime, 10x shortened service duration, accredited calibration at your doorstep, immediate response.

Philip Morris

Innovation Practice/Project Area: Sales

Innovation Practice/Project Name: ATOM (Advanced Trade Operating Model)

Description of the Innovation:

Philip Morris Turkey has developed and implemented a novel digital approach in Route to Market strategy known as the "Advanced Trade Operation Model"(ATOM). There are mainly 3 areas. Digital Transformation of Sales & Digital Alliance (Multi Category Platform) &. Digital Transformation of Business Building. Philip Morris Turkey has restructured its "Field Business Building" model to adapt to evolving work conditions and the digital landscape. This transformation has shifted from obligatory physical visits to a balanced, adaptable, value-centric framework, integrating a hybrid retailer/grocery store engagement model. This shift optimized productivity, engaging 58,000 retailers both digitally and physically. Guided by AI, cloud computing, and data-driven decision-making, the company enhanced efficiency, identifying optimal customers, scheduling visits, and determining suitable vehicles. Predictive modeling ensured the right timings for digital engagement, making their interactions more effective.

Positive Impact of the Innovation:

The launch of "ATOM" has positioned Philip Morris Turkey as a pioneer within PMI, setting an innovative benchmark in the FMCG sector in Turkey since 2021. Philip Morris Turkey achieved a 40% boost in visit capacity, enhancing retailer interactions and trade progress. W/ a high CSAT rating of 4.7 out of 5, the field team expanded their retailer network by 38%. Digital visits cut fuel consumption by 40%. Notably, the model increased female applicants for field positions, promoting gender diversity.

Honeywell

Innovation Practice/Project Area: Production

Innovation Practice/Project Name: World's Largest Propane Dehydrogenation Unit in Türkiye Using Honeywell Oleflex™ Technology

Description of the Innovation:

Honeywell's Oleflex technology enables SASA to participate in the growing propylene market by producing propylene at low cash cost of production utilizing Honeywell UOP's proprietary highly active, stable, and environmentally friendly catalyst. The Oleflex technology is backed by more than 75 years of continuous innovation in dehydrogenation technology by Honeywell UOP. The Honeywell UOP Oleflex process is used to produce light olefins through the catalytic dehydrogenation of light paraffin and provides users with an on-purpose source of polymer grade propylene and/or isobutylene. The Oleflex technology is a low-energy consumption, lower-emission technology that utilizes a catalyst with recyclable platinum with lower environmental impacts relative to comparable alternatives. About 60% of Honeywell's 2022 new product introduction research and development investment was directed toward ESG-oriented outcomes for customers.

Positive Impact of the Innovation:

Between 2023 and 2026, SASA will build a 1-million-ton PDH production facility and a port. As Turkey's largest polyester and polymer manufacturer, SASA aims to be a global top-three polyester producer using Honeywell's Oleflex technology. This project marks SASA's first technology award for crude oil to chemicals development, fostering ongoing innovation and global prominence.



Innovation Practice/Project Area: Innovation Program

Innovation Practice/Project Name: Patika Startup Challenge

Description of the Innovation:

There was insufficient awareness for the diagnosis of atopic dermatitis in Türkiye, and non-adherence to treatment and follow-up by diagnosed patients. With this insight, we took action for implementing innovative breakthrough projects to change the lives of patients living with atopic dermatitis. We launched the Patika Startup Challenge innovation program in April 2023 together with Hackquarters, which brings together the best initiatives with leading innovator companies. The program aims to introduce innovative healthcare initiatives to Pfizer and ecosystem leaders and transform disease management with technological solutions for the diagnosis and follow-up of atopic dermatitis. The objective is to create new solutions in diagnostic technologies, digital health and medical devices for the management of immune-mediated diseases by providing an opportunity for initiatives in atopic dermatitis, enhancing innovation resources, and using insights from patient associations and physicians.

Positive Impact of the Innovation:

We received applications on hackquarters.co/p/pfizer-patika-startup-challenge. We received 66 innovative applications from 8 countries where 23 were fundraising initiatives; and 32 digital health, 19 medical devices and 15 tech initiatives applied. In the phase where ideas are converted into products there were 8 startups in the finals, 4 were selected by the jury and 1 was selected for partnership.

Duracell

Innovation Practice/Project Area: Production

Innovation Practice/Project Name: Duracell Optimum

Description of the Innovation:

Duracell Optimum is a revolutionary invention in portable battery technologies, which increases the performance of the devices it is used in and is produced in accordance with sustainability principles. Duracell Optimum, produced with a new active ingredient developed in Duracell laboratories, not only extends the life of batteries but also increases the performance of the devices it is used in. To deliver these breakthrough performance benefits, Duracell's cathode technology is redesigned. Result: Optimum batteries provide up to 30 times longer life or stronger performance. Optimum has also a brand-new packaging design which is produced from fully recyclable cardboard without the use of plastic, the box draws the user's attention to battery recycling with its refined design, helps separation of empty batteries from full ones and reminds that empty batteries should be taken to the collection points. Plus, completely renewable energy sources are used in the production of the new battery.

Positive Impact of the Innovation:

Since 1 Duracell Optimum battery can provide the energy of 30 ordinary zinc carbon batteries, 30 times less waste battery is created when Optimum is used. Optimum is produced from fully recyclable paper with "0" plastic. The box draws the user's attention to battery recycling, helps separation of empty batteries from full ones. With Optimum, consumers can do more work in less time. In devices that require low power, battery life is extended by 30 times, thus contributing to the consumer budget.

Social Enterprises

Innovation Practice/Project Area: Federal Income Tax Return

Innovation Practice/Project Name: ustax.io

Description of the Innovation:

During the federal income tax return processes, there are several forms that need to be filled and these forms are complicated especially for individuals that are foreign to the USA tax systems. With ustax.io, we present simple questions to our clients and using those answers our software fills in those complicated forms. This way businesses can easily fill in the necessary forms.

Positive Impact of the Innovation:

While figures are unavailable currently, our innovation notably simplifies complex federal income tax returns for businesses, reducing errors and saving time. [Ustax.io](https://ustax.io) empowers efficient tax compliance through a user-friendly platform, reducing tax-related risks. It also promotes inclusivity, making US tax services accessible to diverse clients, fostering equity, and fueling economic growth and cross-border collaborations.

Borusan Cat

Innovation Practice/Project Area: Operation

Innovation Practice/Project Name: Customer Equipment Monitoring and Fault Estimation Development Project "Müneccim"

Description of the Innovation:

Customer Equipment Monitoring and Fault Estimation Development Project known as "Müneccim" aims to increase uptime of construction machinery, minimize high repair and maintenance costs arising from this reason and prevent customer dissatisfaction due to machine failure. To solve these problems, it has been developed as a system that will enable the prediction of possible problems by evaluating the parameters such as the machines used by the customers, usage statistics in the customer portfolio, general usage statistics based on the machine model, and operating conditions before failure by that preventing construction site stoppage. 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.

Positive Impact of the Innovation:

With Müneccim, our contribution to sales in Turkey from 2020 to the end of 2022 (with before failure) is 6.75 million Euros. Müneccim is an example proving Borusan Cat's understanding of innovation, won the Quality Gold Award at the SAP Innovation Awards in 2019, the Best R&D Project at RDCONF and the Digital Pioneer award at the SAP Global Innovation Awards. It was published in 2021 Harvard Business School case study "Monetizing Prediction in the Age of AI"

Cisco Systems

Innovation Practice/Project Area: Sustainability and Smart Cities

Innovation Practice/Project Name: Recycle for Your Future with Smart City's Recycling System

Description of the Innovation:

Smart Recycling Machine: Within the scope of the circular economy, it is very important to ensure the recovery of packaging waste as a resource in the country. In order to end the waste problem, it is aimed to recycle the materials that are difficult to decompose in nature, to make this acquisition easy and widespread, and to increase the service and satisfaction level of the citizens. Thanks to the new generation waste system solution developed with Faydam*, our local Solution Partner, under Cisco Country Digital Acceleration ** Program, using innovative cloud software technologies and Cisco Meraki infrastructure; With this system, which will be installed at service points such as coffee or retail shops, parks, public areas, the material types, empty and occupancy conditions of the products fed by the citizens by using the recycling machine will be automatically detected and the notifications of these activities will be shared with the related organizations simultaneously.

Positive Impact of the Innovation:

We have established a structure that serves three of the 17 United Nations Sustainable Development Goals. In the Smart Recycling Machine, we innovatively separate beverage packages using image processing technology from a single point instead of using different sensors. The image library for this has been developed by Faydam over a period of 3 years. In 2023, we collected 73,642 packages, equivalent to 1.9 tons, in just two locations between April and September. Ready for dissemination.



6. Contribution to Education

Duracell

Program/Project Name: Sustainability Education Program

Description of the Contribution:

Duracell Sustainability Education Program is the core enabler of the “Educate” pillar of Duracell Türkiye’s 3-Pillar (Reduce – Collect – Educate) Sustainability Strategy. The recycling rate of waste batteries in Turkey is only 5% vs ~40% in Europe. The program aims to increase this collection rate. It 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 capable to spread the impact to their family and friends, as well. To realize this aim, an educational seminar is developed by Duracell about the basics of environment and sustainability, battery in general and the importance of battery recycling. Partnering with local authorities and +80 schools since its launch in March’21, we reached more than 13.000 primary school students in 6 cities thanks to 25 Duracell employees as the only trainers who are voluntarily contributing to the program.

Positive Impact of the Contribution with Verifiable Figures:

Duracell Sustainability Education Program reached more than 13.000 primary school students in 6 cities in 2 years, thanks to 25 Duracell employees as the only trainers who are voluntarily contributing to the program. Battery collecting campaigns associated with the program achieved 3 tons of battery recycling last year. The extensive media coverage in TV, newspapers and socials helped the program to raise awareness in the society at a much larger scale than the number of students trained.

Fikret Yüksel Foundation

Program/Project Name: Fikret Yüksel Foundation support for education through FRC

Description of the Contribution:

Our motto is “Education is not the filling of a pail, but the lighting of a fire” -William Butler Yeats. In March 2023, we organized 3 events that more than 2500 of high school students with 125 teams from Türkiye participated, Reached 6000 students plus hundreds of volunteers mostly from university students and mentors/ teachers. FRC encourages youth not only in STEM education but also in team spirit, cooperation and winning together by focusing on the process instead of the result. We empower young people to become gracious professionals and inclusion is one of our core values which represents respecting each other and embracing our differences. Robots are tools that enable them to achieve important life outcomes. Not only did we improve the quality of education but also we made a significant contribution to talent (student) improvement. Also, mentors/teachers improved themselves in terms of communication, education and social responsibility.

Positive Impact of the Contribution with Verifiable Figures:

Became fastest growing country! The # of teams 169 which was only 55 in 2018, 104 in 2022 and 125 in 2023. An average of 20 students on each team so from 2500 to 3380 (YOY growth). Above 600 teachers to our teams from 21 different cities this year, which was 13 cities last year including 2 special teams. Female students from 39% to 44%, granted the teams as follows; 2022 - 220.000 USD, 2023 - 315.000 USD and to get 784.000USD including global.1000 FRC volunteer applications.

Procter & Gamble

Program/Project Name: Healing Power of Sport: Gillette Milliyet Sports Award Ceremony

Description of the Contribution:

Gillette Milliyet is the most prestigious award ceremony in the field of sports in Turkiye. It also serves as a platform for a social responsibility movement that is aligned with Gillette's brand identity as a brand that "supports sports & athletes". The voting process that is normally dedicated to choosing the best athletes in different categories of sports was turned into a support system for the young athletes & children in order to support them with their sports education & help raise the next generation of athletes of Turkiye. With the support and cooperation of the Ministry of Youth and Sports and the Turkish National Olympic Committee (TMOK), 1 Vote = 1 Support message became the main message of the ceremony communication. Thanks to a record breaking and highest-ever participation from the public, the social responsibility cause went live after the ceremony.

Positive Impact of the Contribution with Verifiable Figures:

Last year in 2022, thanks to 1 Vote = 1 Support voting mechanism activation, every single vote has turned into a support for the children & young athletes in Turkiye. As a result, over 50 thousand children & young athlete received sports equipment to help them grow with sports & integrate sports into their life via the healing & unifying power of sports.

Cargill Türkiye

Program/Project Name: The Women Leaders of the Future (WLF) Program

Description of the Contribution:

World Economic Forum's Global Gender Gap research indicates that Türkiye ranks 129th among 146 countries in gender equality, 133rd in economic, 99th in educational participation. Cargill acts with dedication to make gender equality a permanent value for a stronger future in Türkiye with support of education and development of women. It initiated The Women Leaders of the Future Program in 2021 with the Turkish Education Foundation which is a pioneer in supporting young people with 56 years of experience. The program aims to provide equal opportunities for women in education, support and develop their potential, so they will act visionary and versatile, and be role models in society. Beyond grants support, it also offers mentoring, personal and professional education, training at production facilities, subscriptions (audiobooks, holistic well-being platform, art film platform), participation in R&D projects, and internships. Around 600 women will benefit by 2027 from education to career.

Positive Impact of the Contribution with Verifiable Figures:

Around 200 scholars from 30 universities in 16 provinces across Türkiye received mentoring, seminars, personal & professional development training, on-site training at production facilities, and participation in R&D projects. Cargill employees received mentoring training to be able to students. All applicants secured an internship at Cargill. 60% joined the workforce, to become future leaders. 65% secured their first job within 6 months. 600 students will also benefit by 2027 with global funds.

Amgen

Program/Project Name: Amgen Biotech Experience and Scholars Programs: Inspiring the Scientists of Tomorrow

Description of the Contribution:

Amgen Foundation, established in 1991, entered comprehensive collaborations with educational institutions in many countries, including Türkiye. Foundation offers programs through local partnerships to teachers and students free of charge. As Amgen Türkiye, we work with our local partners to localize these programs. We provide young people with opportunities to learn, think critically, be creative, and collaborate. Since 2020, we've been running the Amgen Biotech Experience (ABE) program. We support the professional development of high school teachers, helping them bring curriculum materials, equipment, and materials. We provide lab kits consisting of essential tools used in biotech applications (PCR, micro-pipetting, gel electrophoresis) Since 2009, Amgen Scholars allows undergraduate students to benefit from cutting-edge research opportunities at top EU universities. Students acquire knowledge about biotechnology through meetings with their peers and leading scientists.

Positive Impact of the Contribution with Verifiable Figures:

Since 2020, a total of \$569,265 has been invested in the ABE program specifically in Türkiye. In 2022 – 2023, ABE reached 1,931 students, 40 teachers, and 32 schools (16% disadvantaged) in Türkiye. From 2020 to this date, we have reached 3,444 students, 48 teachers and 39 schools in total. For the 2023 summer, we have supported 11 students. From 2009 to this date, we have supported 73 students&14 universities are represented in Amgen Scholars.

Pfizer

Program/Project Name: Bilim Gençlerle Kazanacak

Description of the Contribution:

As an innovative biopharma company, we work towards the dream of a future where science wins, not disease, and all patients have access to breakthroughs changing their lives wherever they are. In Pfizer we use science and our global resources to provide treatments that extend life and improve it significantly, and we always claim that #ScienceWillWin. In December 2021 we launched our “Bilim Gençlerle Kazanacak” initiative with the Science Heroes Association to contribute to the future of the youth in our country. The project aimed to instill the love of science in the young at a time when curiosity is strong and lots of questions are asked; to enhance their curiosity by enabling a dialogue with scientists, encourage them to ask questions, and inspire them and their circles to become scientists in the future. After organizing several scientific events throughout 2022, we launched the second term of our project in October.

Positive Impact of the Contribution with Verifiable Figures:

“Bilim Gençlerle Kazanacak” project so far brought 876 high school students from 43 cities together with 26 scientists in 40 science events. Participants were 64% girls and 36% boys; 62% were from state schools and 38% from private schools. In the second term 375 high school students aged 14-18 from provinces all over Turkey are expected to meet with 25 scientists. 10 NGO volunteers will also contribute. Students will be given a digital certificate at the end of the free science events.

Bunge

Program/Project Name: Komili Olive and Olive Oil Institute

Description of the Contribution:

Komili, which develops all of its sustainability projects with the strategy of "Keep Alive for Generations", launched the Olive and Olive Oil Institute within the scope of the cooperation between Bunge Gıda Turkey and the European Bank for Reconstruction and Development (EBRD). At the Komili Olive and Olive Oil Institute, where we started trainings in June 2023, women olive farmers from Ayvalık and then from all over Turkey will be able to benefit from the trainings. At the Komili Olive and Olive Oil Institute, which was established to train new women olive farmers, teach climate-friendly, sustainable and efficient farming practices to our women farmers and support organic olive production, many important experts in the field of olive growing and olive oil culture provide training. Women farmers who complete a total of five days of training at the Komili Olive and Olive Oil Institute receive an olive cultivation certificate.

Positive Impact of the Contribution with Verifiable Figures:

At the Komili Olive and Olive Oil Institute, which was established with the aim of promoting efficient and high value-added olive and olive oil production focusing on the female workforce, developing organic olive cultivation, and teaching modern, sustainable, and climate-sensitive agricultural practices, it is aimed to train at least 480 women olive farmers at the end of five years. It is also aimed to support women olive farmers with Komili's distribution power while marketing their own brands.

Procter & Gamble

Program/Project Name: Orkid "Okula Devam"

Description of the Contribution:

P&G Türkiye's leading feminine care brand Orkid is committed to empowering the next generation. In line with this commitment, Orkid collaborated with First Xsights Research Company to conduct research with middle and high school teachers nationwide. The research found that 1 out of every 10 female students cannot access sanitary pads and cannot continue their education due to economic constraints. As a response to these findings, Orkid initiated the "Okula Devam" (Continuing to School) project in 2018 in collaboration with TOÇEV, one of Türkiye's prominent NGOs. The project continued into 2022, reaching girls in need throughout Türkiye. From April 1 to June 1, 2022, with the purchase of every Orkid package, consumers were also able to step up to support and contribute to this project. Under this initiative, thousands of sanitary pads were distributed to 5th to 8th grade students in need in hundreds of schools across Türkiye, ensuring their ability to continue their education.

Positive Impact of the Contribution with Verifiable Figures:

More than 5 million sanitary pads have so far been delivered to students in need through the "Okula Devam" project, which started in 2018. In 2022 alone, more than 1 million more pads were delivered to students in need. With this, more than 36 thousand students were reached in 175 schools in dozens of different cities across Türkiye. As a result of our communication efforts, a media reach of 40 million was achieved.

Ata Group

Program/Project Name: Riders Academy

Description of the Contribution:

Main Goals: 1. To be able to meet the increasing demand for the size and the quality/capabilities of the workforce in the last mile logistics sector in Turkey. 2- Creating the profession of ridership and setting standards/ensuring fundamental education is given and compliance to safety requirements is met. 3. Ensuring that Riders feel valued and included members of the society. - Riders Academy involves four pillars of education for 3 days: 1. Safety Standards 2. Riding Techniques 3. Customer Relations 4. Mentorship. The riders attend a 3-day program full of lectures, mentorship and riding practices. After finishing the curriculum, riders take an exam and if they pass, they are certified by the Universities with which we have partnership for this program.

Positive Impact of the Contribution with Verifiable Figures:

We have around 6K riders working for the brands of Tab Foods as well as others. Having a university certificate makes the riders feel valued members of society. The level of satisfaction of the customers who have been served by the Riders' Academy graduates has increased approx. 40 %. The loyalty of the academy graduates is almost 70%. Even if they leave, we are still happy in a holistic view since we have achieved development for the sector and ecosystem and the community as a whole.

Borusan Cat

Program/Project Name: L&D Store: An AI-based learning ecosystem

Description of the Contribution:

Spearheaded by Borusan Cat's Global Learning Development Team, we decided to use innovation as an enabler of our learning culture and at the end of 2022, implemented "L&D Store" Borusan Cat Learning Experience Ecosystem with EdcastbyCornerstone. As an AI-based learning ecosystem L&D Store helps us reach more than 3200 people in 6 different countries through a single learning hub, with the support of multilingual structure. As a collective learning ecosystem that combines AI with user-generated content, the L&D Store stands out as one of the most comprehensive learning platforms launched in the equipment sector. With the user-friendly mobile version, service and sales teams, can now easily access development opportunities from anywhere they need, sharing the knowledge they acquire in the field in realtime through the application and contribute to the corporate memory. AI technology has been employed to provide personalized recommendations according to individuals' interests and development areas.

Positive Impact of the Contribution with Verifiable Figures:

Online learning saved monthly 20000 euros which is the cost of transportation and time away from work spent on training. Our global seminars, conducted using Kudo simultaneous technology, are recorded in 3 languages, uploaded to the channels in the L&D Store. Saving of 5000 euros per year by eliminating the need for extra residence. With "HandToolsUsageOnlineProgram," on L&D Store, an 18% decrease in work accidents for a group of technicians was achieved compared to the same period of the previous year.

Borusan Cat

Program/Project Name: Kaltun Mining & Borusan Cat Female Operator Training Program

Description of the Contribution:

As Borusan Cat, we carry out many studies within the scope of the importance we attach to education. The project we carried out with Kaltun Mining in 2022 was implemented with a plan in which Borusan Cat is an education partner and Kaltun finds and employs potential female candidates. With the trainings organized, female construction equipment operator candidates went through a comprehensive training process covering different topics, from occupational health and safety to the use of wheel loader construction equipment. Successful candidates received their certificates to become operators. The project is also expanding to other countries where Borusan Cat operates.

Positive Impact of the Contribution with Verifiable Figures:

After 45-day training program focusing on classroom and field trainings, load handling, bucket filling, load carrying, material mixing practices, silo bunker feeding and physical truck loading, candidates went through examinations to receive their certificates. Positive results of training conducted with Kaltun Mining, led to the deployment of this training in 6 countries. On 24-25-26 October, "Dump Truck" operators in Kazakhstan will be trained as part of the protocol signed with one of our customers.

Medtronic

Program/Project Name: Medtronic Innovation Center

Description of the Contribution:

Health Technology represents an impactful leap and hopes to solve complex problems in healthcare. The role of Continuous Medical education is an integral part of ensuring proper adoption and access to new technologies, as well as achieving better patient-related outcomes. The Medtronic Innovation Center (MIC) which helps healthcare professionals, including doctors, technicians, nurses, and practitioners, achieve the best results using technology. MIC has provided more than 10,000 HCPs, with over 1,000 training programs. MIC supports the development of HCPs in 35 countries, including Turkey, Central and Eastern Europe, Africa, Middle East and Russia. In Turkey's 100th year, we expanded MIC with an investment of 35 million USD to provide HCPs the training and support they need to deliver the best possible outcome to their patients and create a positive impact on the healthcare ecosystem. Also aligns with our mission to improve access to high-quality healthcare.

Positive Impact of the Contribution with Verifiable Figures:

This expansion includes the introduction of new robotic surgery capabilities and digital technologies such as Virtual Reality, Augmented Reality and Mixed Reality. Our center is poised to become a premier training hub in the healthcare industry for the entire region. Investment enables us to offer comprehensive training across multiple disciplines, creating an all-inclusive and safe environment for trainees to refine their skills before performing procedures on live patients.

PepsiCo

Program/Project Name: Geleceğin Bilim Kadınları Akademisi (Academy of Future's Women Scientists)

Description of the Contribution:

In collaboration with PepsiCo Foundation and Turkish Education Foundation (TEV) It's granted 200 female university students studying STEM fields with various financial, academic, personal, and professional support, as well as mentorship and internship opportunities since 2022.

Positive Impact of the Contribution with Verifiable Figures:

Around 300 students already received educational scholarship within this project. They also had a chance to receive seminars and trainings from Türkiye's well known women scientists including Feryal Özel, Zöhre Kurt, Özge Akbulut, Canan Atılğan. Students also had a chance to get mentorship support from MWM and internship from PepsiCo plants.



7. Turkish Champ of the Year

Sabancı İklim Teknolojileri

Partnership Category: Turkish Investor in the U.S.

Description of the Partnership:

Hacı Ömer Sabancı Holding A.Ş. (“Sabancı Holding”), is a Turkish conglomerate with a global presence across four continents capturing 6% of Istanbul's stock exchange market capitalization as of 2022. Sabancı İklim Teknolojileri is leading Sabancı Holding’s expansion into the U.S. renewables market by leveraging execution and operational capabilities of its existing energy companies, with the goal of establishing a sizable renewables portfolio that includes onshore wind, utility-scale solar, and battery storage. Sabancı İklim Teknolojileri A.S has acquired the total 500 MW renewable energy power plant with a total investment requirement of 640 m USD in Texas. Sabancı Climate Technologies aims to invest in disruptive technologies. The company has made direct investments in fusion, deep geothermal drilling technology and ESG reporting startups, and participated as an LP in the Boston-based Safar Fund, which closely follows Harvard and MIT startups.

Positive Impact of the Partnership:

The partnership between the United States and Türkiye in the renewable energy sector has a number of positive impacts on bilateral economic relations: Job Creation, Economic growth, Reduced greenhouse gas emissions, Strategic national interest, Technology transfer, Climate Change Mitigation, Sustainability goals, Energy Security.

Measurable Results that have been Achieved through Partnership:

600+ jobs during construction. 200,000 + homes equivalent green energy ~70 m USD in property tax revenue local businesses support renewable energy certificates (RECs)

Pomega Energy Storage

Partnership Category: Turkish Investor in the U.S.

Description of the Partnership:

K Kontrolmatik Technologies Inc. signed an offtake agreement for the sale of LFP (LiFEPO4) cells with a leading energy storage system integrator in the USA on June 28, 2022. According to this agreement, the company will sell a total of 7.5 GWh in battery cells, which are to be manufactured in the USA by Pomega Energy Storage Technologies Inc. with LFP technology over a five-year period, from the second half of 2024 until the end of 2028. Pomega USA's shareholding structure is: 50% Kontrolmatik A.Ş., 10% Pomega A.Ş. and 7,5% Kontrolmatik Inc (USA). The factory will be built in Colleton County in the US state of South Carolina, will serve as 'Pomega Energy Stores Inc.' with an annual capacity of 3 GWh, will be built on a total area of 320 thousand square meters with a capacity of 3GWh/year, aims to meet the energy storage needs of the American continent locally. The support package was approved by the state assembly and government of South Carolina for its establishment.

Positive Impact of the Partnership:

It will implement POMEGA Turkey's know-how and meet domestic USA energy storage needs by targeting the grid-scale storage market;increase welfare of communities by providing high employment in region and giving access to use clean energy;expand renewable energy sources,support low emission economy,increase reliability and power quality in distribution systems; make energy available 24/7,thus will give right individuals choose their energy from sustainable sources at national grid or home-scale.

Measurable Results that have been Achieved through Partnership:

USD 127m provided by SC state allocating land free of charge by the state administration,support to personnel employment,for infrastructure,raw material and electricity purchase,exemptions from state income,real estate&sales taxes,support.Federal support more than USD 900mi will be received by 2032.

The logo for AMCHAM TÜRKİYE is centered in a white rounded rectangle. The word "AMCHAM" is in dark blue, and "TÜRKİYE" is in red. A small red star is positioned above the letter 'Ü' in "TÜRKİYE". The background of the entire image is a dark blue field with several light blue stars at the top and abstract, overlapping geometric shapes in shades of blue and purple below.

AMCHAM TÜRKİYE

8. Turkish Startup of the Year

MegaMerchant

Description of the Product/Service:

MegaMerchant is a tech-enabled e-commerce infrastructure and service provider, i.e. a PaaS (Platform-As-A-Service) solution, that enables and accelerates brands across global marketplaces. As a starting point, we focused on US, UK and EU markets, active selling accounts, full technical integrations and strategic partnerships with global marketplaces such as Amazon, Ebay, Walmart, AliExpress, Joom and many others.

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

We have strategic partnerships with U.S. e-commerce marketplaces such as Amazon, Walmart and eBay. Also, we closely work with U.S. fulfillment and logistics service providers such as YouParcel, USPS and Fedex. We also have a local company in U.S. which imports products from various countries.

Please Provide the Detailed Description of Your Business Model, Product, or Service Highlighting the Innovative Aspects?

Megamerchant is a tech-enabled e-commerce infrastructure provider, a PaaS (Platform-As-A-Service) solution that enables and accelerates D2C brands across global marketplaces. We integrated 15 global marketplaces such as Amazon, Ebay, Etsy and Walmart, offer end-to-end integrated modules for delivery, logistics, fulfillment, advertising and payment.

What Unique Innovations has Your Startup Introduced to the Industry?

We enable brands to start selling only in 1 week with no upfront investment at global marketplaces such as Amazon, eBay, Walmart. Normally, this process takes at least 6-12 months with 5-6 digits investment required.

Has your Start-up Reached the Global Markets?

We have local companies in US, UK and Germany as well as offices in respective countries. Soon, we plan to expand to the MENA region.

Is the Product/Service Having Social or Environmental Impact?

N/A

PrinWork

Description of the Product/Service:

PrinWork facilitates supply chain management by bringing manufacturers and sellers on global marketplaces together. It enables users to track all processes from production to shipment. Moreover, it oversees production, packaging, and delivery to the end customer, streamlining supply and logistics for sellers.

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

PrinWork integrates with global marketplaces such as Amazon, Walmart, eBay, Etsy, fostering close relationships with American companies. Through these integrations, it enables users to effectively manage their order production processes.

Please Provide the Detailed Description of Your Business Model, Product, or Service Highlighting the Innovative Aspects?

It streamlines the entire process from production to delivery, ensuring quality control and global shipping. Additionally, it customizes sales strategies for each product with SEO-friendly and appealing listings. Its software infrastructure enables efficient product listing and management for numerous stores on Etsy.

What Unique Innovations has Your Startup Introduced to the Industry?

It is one of the first e-export ecosystems developed in Turkey. It is a multifunctional platform, digitizing traditional supply processes, facilitating production organization for manufacturers, and enabling digital control of the production process for sellers. It also provides services such as product listing software.

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

PrinWork provides support to users selling on global markets such as Amazon, Etsy, eBay, Shopify, Magento, WooCommerce, BigCommerce, PrestaShop, Wish, AliExpress, Walmart, Wix, Ozon, and Allegro.

Is the Product/Service Having Social or Environmental Impact?

PrinWork enables small-scale workshops and manufacturers in Turkey, who have production capabilities but lack e-export knowledge, to become visible in global markets. We provide them with software services to organize their production operations and connect them with sellers operating in global markets. Currently, there are over 100 manufacturers using the system.

ShipEntegra

Description of the Product/Service:

ShipEntegra is the indispensable solution partner for businesses in Turkey that are involved in or considering international shipping. Through its integrations with global online marketplaces such as Amazon, Etsy, eBay, Shopify, AliExpress, Walmart, Bonanza, Opencart, WooCommerce, and PrestaShop, it provides the capability to seamlessly manage orders from leading e-commerce platforms. With its user-friendly interface and artificial intelligence support, it allows for the organization of all processes, from customs to shipping, from a single panel. In addition, international shipments are delivered to their recipients in the fastest and most reliable manner, thanks to agreements with global logistics companies. ShipEntegra supports businesses in their growth and competition in international markets with its e-export logistics software systems.

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

We partner with major U.S. e-commerce platforms like Etsy, Amazon, eBay, Walmart, Wish, WooCommerce, and Magento. Find us on Etsy at <https://bit.ly/etsy-shipentegra>, on Amazon at <https://bit.ly/amazon-shipentegra>, and on eBay at <https://ebay.to/3S9y1ja>. We're the first recognized Turkish tech logistics company in Walmart at <https://bit.ly/walmart-shipentegra>. Strong ties with U.S. logistics leaders like UPS, FedEx, USPS. AI aids e-export users with shipping options.

Please Provide the Detailed Description of Your Business Model, Product, or Service Highlighting the Innovative Aspects?

Our AI-backed software ecosystem combines logistics and software, allowing users to manage multiple marketplace stores from a single dashboard and ship to over 220 countries. With access to 20+ major logistics networks, our AI-based system offers insights on the quickest, most dependable, and hassle-free shipping carrier worldwide, using data from millions of packages. Since 2019, our in-house software-logistics integration has set us apart as industry pioneers.

What Unique Innovations has Your Startup Introduced to the Industry?

Combining software and logistics, our system has earned national and international awards. In 2022, we were recognized as Turkey's fastest-growing tech company in the Deloitte Technology Fast 50 category. We're the first Turkish tech firm to achieve this using the 'ShipEntegra Label Number,' compatible with Etsy, Amazon, eBay. Thanks to our AI-backed software, we swiftly prepare shipping documents worldwide, just like domestic parcels. We're also the first e-export firm with a mobile app.

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

Integrated with platforms like Etsy, Amazon, eBay, Walmart, AliExpress, ShipEntegra serves global customers. Customers from US, Canada, and Europe can manage shipments originating from Turkey.

Is the Product/Service Having Social or Environmental Impact?

ShipEntegra's 'Seller-Friendly Fast Manual Barcode' streamlines shipping, eliminating the need for a printer. Our eco-friendly approach reduces paper use, cutting 6 pages of customs documentation per shipment. We support women entrepreneurs with up to 90% shipping discounts and aim to boost production capacity through the PrinWork project.

Mimiq

Description of the Product/Service:

Mimiq is building 5th generation IoT solutions that offer tracking, security, and next-generation network infrastructure products. Mimiq Track, the world's thinnest tracker, empowers people to reclaim their space and monitor their most valuable belongings. It is a credit card-sized GPS tracking device that operates without a SIM card, making it suitable for location tracking in various fields like cargo, vehicles, personnel, and valuable items. It can track locations, retrieve historical location data, and transmit this information via a dashboard, even when changing countries. Mimiq GO™ sets a new standard for security, safeguarding people, their possessions, and their spaces anywhere, anytime. GO is the world's first personal area security product, equipped with sensors and software to protect users' areas and valuables, providing real-time notifications. It is primarily used in travel, office, school, and home settings.

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

Mimiq, Inc., based in San Francisco, was founded by Turkish entrepreneurs. Mimiq Teknoloji A.S. serves as the Turkish branch of Mimiq, Inc. Mimiq collaborates with U.S. and European companies on various innovations, R&D efforts, component procurement, global market expansion, legal and financial infrastructure development, and further partnerships.

Please Provide the Detailed Description of Your Business Model, Product, or Service Highlighting the Innovative Aspects?

Mimiq offers infrastructure services for products through both B2B and B2C channels. The business model includes monthly product sales, subscriptions, and maintenance. Mimiq extends the LoRaWAN network, enabling cost-effective and long-range communication for its products and other IoT devices. Additionally, Mimiq is a pioneer in IoT innovation, introducing the world's thinnest GPS tracking system and the world's personal area security product.

What Unique Innovations has Your Startup Introduced to the Industry?

Mimiq Track is the world's thinnest LoRaWAN GPS tracker, showcasing the future of technology with its form factor. Mimiq GO™ is the world's first personal area security product, adapting to the user's security needs with its sensor algorithms.

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

Integrated with platforms like Etsy, Amazon, eBay, Walmart, AliExpress, ShipEntegra serves global customers. Customers from the US, Canada, and Europe can manage shipments originating from Turkey.

Is the Product/Service Having Social or Environmental Impact?

Yes, Mimiq has expanded its presence in the United States, Canada, the UK, several other European countries, Turkey, and Thailand.