

Corporate Social Responsibility and Change

In the world, undergoing a global economic crisis, it comes out one more time that the role of private sector that possesses the %90 of global capital is crucial for development. Its principal reason is the fact that what private sector brings in and creates as value both in social development and employment become more efficient day by day. When the role of international organizations and countries is better understood in the period of crisis, they become more powerful again with their precautions particularly in short term. Nevertheless, for a sustainable global economy and a more livable world, their importance has increased more during the crisis in comparison with social actors and public. There is no doubt that the significance of their marketplace as their habitat of existence has been affected by this change. During the previous millennium, there was only one market. There were specialists, professionals, originality of the products and necessities of customers. But, in this millennium, we don't have a market solely focused on benefits; it is now also a socially responsible market. Therefore, creativeness becomes social creativeness and entrepreneurship transforms into social entrepreneurship. In this period, entrepreneurship gains another meaning with social entrepreneurship and social investment. Necessities of stakeholders take the place of customers' necessities. Nowadays, there are partners and networks instead of specialists and professionals. Parallel to this transformation, economy and economic models change too. People ask the question "What can I use?" instead of asking "What do I have to?" and they create a more complicated economic model. As a result, the necessity of an innovative, compliable and economic approach occurs and forms a new industrial model in the basis of economy: "Social Industry".

As CSR Association of Turkey, with our approach pointing "Responsibility teaches" to make CSR widespread, we consider this period with the strategies of firms changing for the future, their structure and corporate culture. This creates a fundamental question: How can the firms adapt themselves to this change? With CSR Culture!

CSR Marketplace 2010

As CSR Association of Turkey, we think that CSR culture has an important place in Turkey, in terms of company cultures, in the economy and changing world. Philanthropy culture and guild corporations, existing for many centuries, indicate the fact that we are, in fact, familiar with the approach or spirit of CSR culture. We see that the actions of many businessmen realized as philanthropy till nowadays, by preventing themselves from presenting them, are newly considered as social responsibility in changing company cultures. If we can adapt the codes of social responsibility values existing in our minds to present conditions of the world, we predict a bright future for Turkey. That's why,, we defined the main topic of Marketplace event 2010 of CSR Association of Turkey as "Social Responsibility

TÜRKİYE KURUMSAL SOSYAL SORUMLULUK DERNEĞİ
CORPORATE SOCIAL RESPONSIBILITY ASSOCIATION OF TURKEY



Culture.” So, by creating a general awareness, we aimed to assure a platform for the companies which interiorize CSR as their corporate culture to present their solutions.

CSR Solutions Marketplace:

Topic: “CSR Culture”

Location: Kadir Has University - Cibali Campus / Istanbul

Date: 15 October 2010

Participants and Profile: CSR Europe and 27 national partner organizations, 60 cases in Turkey, 500 invited people involved civil society and government representatives

Deadline for Applications: 03 September 2010

Explanation of the companies which will be at the CSR Marketplace: 17 September 2010

08:30 – 09:30	Registration
09:30 – 10:30	Serdar Dinler, President, Corporate Social Responsibility Association of Turkey Rahşan Cebe, Chairwoman of the Board, American Business Forum in Turkey Etienne Davignon, Honorary President, Corporate Social Responsibility Europe Richard Howitt, Member of the European Parliament, European Parliament's Reporter on CSR Egemen Bağış, Government Minister and Chief Negotiator, National Assembly of Turkey Prof. Dr. Mustafa Aydın, Rector of Kadir Has University
10:00 – 10.15	Presentation of Voting System of CSR

TÜRKİYE KURUMSAL SOSYAL SORUMLULUK DERNEĞİ
CORPORATE SOCIAL RESPONSIBILITY ASSOCIATION OF TURKEY



	Solutions Marketplace
10:15 – 17:00	Visit and Voting of CSR Solutions Marketplace
17:00 – 18:00	Awards Ceremony Serdar Dinler President, Corporate Social Responsibility Association of Turkey Kerstin Born, Executive Director, Corporate Social Responsibility

JURY

Serdar Dinler, President, Corporate Social Responsibility Association of Turkey

Ali Ercan Özgür, General Secretary, CSR Turkey

Hansın Doğan, Programme Manager, UNDP

Prof. Dr. Deniz Bayraktar, Board Member, Has CSR Academy, Vice Rector, Kadir Has University

Dr Şentürk Uzun, Vice governor, Ankara Governorship Director, NGO Department, Ministry of Interior

Eyüp Dursun, Director, NGO Department, İstanbul Governorship

Burçin Karagemicioğlu, CSR Coordinator, Has CSR Academy, Board Member, Kadir Has University

Associate Prof. Semra Aşçıgil, Faculty of Economic and Administrative Science, Department of Business Administration, Middle East Technical University

Ceyhun Göcenoğlu, Manager, Private Sector Partnerships, British Council

Dr Julide Ergin, Assistant General Manager, TURMEPA

Corporate Application:

<http://www.kssd.org/dl/Corporate-Form.pdf>

The corporations and organizations who want to exhibit and present their CSR applications at CSR Solutions Marketplace should send their applications for CSR Solutions in the required format until 3rd September 2010 via e-mail to goksel.topcu@kssd.org

At most two of the solutions presented in the **preliminary application** will be evaluated by the '**Selection Committee**' embracing CSR-Europe, Corporate Social Responsibility Association of Turkey and the pioneers of CSR at public, civil society and business institutions. The solutions chosen will be exhibited via CSR Solutions Marketplace at İstanbul Kadir Has University in 15th October, 2009. Successful examples from different categories will be selected by the votes of the participants.

Participation Agreement

The applications for CSR Solutions can be exhibited via CSR Solutions Marketplace after the acceptance of the jury.

Participation fee to the CSR Marketplace is 2870 TL + Tax

Corporate members of CSR Association of Turkey will get a % 50 discount
Members of UN Global Compact Network Turkey will get a %10 discount.

60 corporations which will be selected by the jury will be able to make the presentation of only one CSR Solution in CSR Solutions Marketplace.

- Participation in CSR Marketplace is limited with maximum 4 people from each corporation. Companies with participation of more than 4 people will pay 250 TL + Tax

Samples of good CSR Solutions

Dear representatives of each company,

The samples of good suggestions of CSR Solutions that you see below are the good CSR Solutions selected by public vote on 23th September 2009, in CSR Solutions Marketplace. You can benefit from these examples to inspire yourselves to write your solution up. You can also access to more CSR Solutions by the following web-site:

http://www.csrturkey.org/dl/Catalogue_CSR_Marketplace.pdf