

**TÜRKİYE KURUMSAL SOSYAL SORUMLULUK DERNEĞİ**  
**CORPORATE SOCIAL RESPONSIBILITY ASSOCIATION OF TURKEY**



**NPO Meeting**  
**22<sup>nd</sup> October 2009**  
**Kadir Has University/ Hey Textile**  
**Istanbul**

**Information Note:**

CSR Europe is the leading European business network for corporate social responsibility with around 75 multinational corporations and 27 national partner organisations as members. Its mission is to support member companies in integrating CSR into the way they do business, every day.

CSR Europe's network of 27 national partner organisations (NPOs) are civil society organizations focused on CSR from various countries in Europe such as Sweden, Netherlands and Poland which reaches out to more than 2000 companies in Europe. Among these 27 NPOs CSR Turkey enjoys being the first non European member of CSR Europe in 2008 and is pleased to remain active in all the activities of CSR Europe. There are regularly 4 annual NPO meetings around Europe to update the developments in CSR Europe and to provide a platform to exchange ideas between NPOs to develop CSR Europe's future activities.

**NPO Meeting**



The NPO meeting at Kadir Has University has started with the speech of Serdar Dinler, president of CSR Turkey, emphasizing the importance of this meeting as it was the first NPO meeting hosted by CSR Turkey. Mr. Dinler also mentioned that he was pleased to see the NPOs attending to the first Turkish CSR market place. There were totally 25 participants from 14 NPOs in addition to the attendance of the executive director, board of directors and NPO relations coordinator of CSR Europe.

After the opening speech, Beatriz Berruga, NPO coordinator of CSR Europe and Laura Maure, communication manager of Foretica, gave a brief introduction about the Leonardo da Vinci Lifelong Learning Programme, "TRAIN4CSR" which aimed to develop new CSR training courses for several stakeholders. For the meeting they introduced the training for stakeholder engagement to be tested by the participants which was particularly prepared for the middle managers and employees. The training has started with preparing personal and organizational stakeholder maps, aiming to realize the stakeholders both as individuals and from a corporate perspective. With groups of two, participants discussed their stakeholder maps and had the opportunity to see the similarities and differences between their stakeholders.



Discussing the maps was mentioned as a beneficial tool for repositioning the stakeholders around the participants.

Then the training continued with forming a brief script for a play for an invented company where a divisive scene should be created with the company and its stakeholders. The groups were divided into five and the snapshots of different scenes were drowned. After the groups introduced their scenes to each other, one scene was selected to be deeply analyzed for the stakeholder engagement process and one stakeholder was chosen for an engagement plan. After testing that program, there were evaluations and feedbacks from several participants for the further development of the training.



After a quick lunch, Kerstin Born, executive director of CSR Europe, gave an update on Enterprise 2020 including the key steps for launching the event, action plan 2015 and the methods to be used by introducing such tools as the company initiatives and collaborative ventures. Participants decided to

continue to the discussion in their next meeting which would take place on 23<sup>rd</sup> of October and all were prepared to have a site visit for Turkish CSR Corporate Perspective- Hey Textile. On the way visit to Hey Textile, Berkay Orhaner from CSR Turkey gave a brief speech about the second CSR report of Turkey where the participants had the opportunity to gain knowledge about how financial crisis affected CSR, the perspective of state on CSR and situation of supply chain management. Then the participants met with Hey Textile in their factory which was a family operated business founded in 1992 and was one of the biggest



EU suppliers in the sector with its production capacity of 24 million pieces annual and had customers such as Esprit, H&M, Levi's, Calvin Klein, etc. The



participants had substantial information about the company which has been playing an important role in decreasing the inoccupation and increasing the women workforce by investing and building several factories in Anatolia. Participants listened the factories and production process of Hey Textile by its technical manager; the applications of CSR in Hey Textile by having a closer look to its code of conduct particularly prepared for labor standards, health and safety at work and environment at workplace which

was shared by CSR Expert Benan Vey, and the company history and driving forces how a small enterprise turned into a big successful textile company by Aynur Bektaş, president of Hey Textile, and Süreyya Bektaş, president of Hey Group.

**TÜRKİYE KURUMSAL SOSYAL SORUMLULUK DERNEĞİ**  
**CORPORATE SOCIAL RESPONSIBILITY ASSOCIATION OF TURKEY**



After the presentations, the participants visited the factory in which they had the opportunity to see the knitting, cutting, printing, embroidery, sewing, ironing and quality control, packaging inhouse processes while producing knitwear, tops, bottoms and outwear. The site visit was for the first time in an NPO meeting thanks to the Turkish company Hey Textile for its notable cooperation with CSR Turkey which indeed impressed the participants.



After that fruitful visit, all participants met in an elaborate dinner hosted by Hey Textile, with the attendance of Thomas Todd, Policy Advisor, DG Enterprise and Industry, European Commission, and Richard Howitt, member of the European Parliament, which all had the opportunity to listen the success story of Aynur Bektaş and Süreyya Bektaş.