



This Project is implemented by CSR-Turkey in partnership with CSR-Europe and in coordination with EUSG.



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ACCELERATING CORPORATE SOCIAL RESPONSIBILITY IN TURKEY PROJECT

Corporate Social Responsibility Association of Turkey Turkey CSR Solutions Marketplace, September 2009, Kadir Has University, İstanbul

In the framework of EU Civil Society Dialog Program, 'Turkey CSR Solutions Market Place activity', as a final activity in Accelerating CSR in Turkey Project that we apply with CSR-Europe partnership on between July 2008 and November 2009, took place on 23th October 2009 at Kadir Has University.

Opening speeches of Market Place activity, which was held with the purpose of announcement, introduction and setting an example of accurate and strategic applications and displaying the performances that made the Turkish companies compete in international arena, were given by **Serdar Dinler**, President of Turkey Corporate Social Responsibility Association (TKSSD), Vice Rector Prof. Dr. **Deniz Bayraktar**, **Mulder Lettemieke**, Chairman of the Board, Corporate Social Responsibility Europe, **Prof. Dr. Gaye Erbatur**, Member of TBMM (Grand National Assembly of Turkey) EU Member of EU Harmonisation Committee and Joint Parliamentary Committee, MP, **Thomas Dodd** Policy Advisor, DG Enterprise and Industry, European Commission and **Richard Howitt**, Member of the European Parliament



Firstly, the Development of CSR in Turkey was mentioned in the opening speech, given by Serdar Dinler, President of Corporate Social Responsibility Association of Turkey (TKSSD). The target group and awareness, reached by **Accelerating CSR in Turkey Project** and Presentations of projects, developed by CSR Turkey within this context were shared with all participants. Development of the Market Place activity, held in Turkey for the first time, in EU and the value that it contributed to sustainable development in terms of both companies

and participants were focused on and they wished all participants to have a good day and make information sharing in an interactive environment.

After Serdar Dinler's speech, Deniz Bayraktar, vice rector of Kadir Has University, pointed out that Kadir Has University has always been a pioneer institution and in this frame developed 'Has Corporate Social Responsibility Academy' with cooperation of Turkey Corporate Social Responsibility Association for the first time in Turkey



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After the presentation of Deniz Bayrakdar, **Mulder Lettemieke**, Chairman of Corporate Social Responsibility-Europe, drew attention the importance of Market Place activity which was carried out in Turkey by pointing out Corporate Social Responsibility Market Place Activities, having been carried out since 2005 in Europe. He also emphasized that except for financial burden of CSR, Companies have got important advantages in business world and Market Place activities have been a part of companies' strategies.

Thomas Dodd, European Commission DG Enterprise and Industry, CSR Policy Advisor, continued opening speeches by touching on supply chains of companies. Thomas Dodd, emphasizing the increase of labour standards by encouraging CSR, pointed out that Child employment made big problems in supply chains and companies played a key role to solve these problems. Thomas Dodd finished his speech by pointing out the CSR and Competitiveness issues which were for the first time appeared in EU Competitiveness Report.



Following the interesting presentation of **Thomas Dodd**, **Richard Howitt**, Europe Parliamentary who always encourage the Turkey's membership to EU, indicated that CSR policies played an important role in the process of EU membership. He also shared with all participants that CSR became a key point for Turkish business world in order to be in accordance with EU norms and standards.

In the opening speeches, finally, **Prof.Dr. N.Gaye Erbatur**, Member of *EU* Harmonisation Committee and Joint Parliamentary Committee, MP, started her speech by referring to Green Book, published by USA in 2001 and stated that in the process of EU membership, CSR projects are important parts of this process by drawing attention to NGOs except for public institution activities. N.Gaye Erbatur stated in her speech that Global Compact played an important role for country's development by pointing out the activities with UNDP, an important partnership of Corporate Social Responsibility



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Association of Turkey, to improve CSR awareness. She finished her speech by indicating that CSR had an important role to abolish economic, social and cultural differences between citizens and was a main driving power for sustainable development.



Turkey Corporate Social Responsibility Solutions Market Place Activities continued visits to the Market Place after opening speeches

CSR Presidents of 25 EU countries, experienced businessmen and experts in CSR from Iran, Ukraine, China and more than 400 guests participated the market place activity that 35 CSR projects of 25 companies, TUSIAD, Global Compact Network Turkey, Has Corporate Social Responsibility Academy, CSR-Europe and CSR Turkey took place.

Turkey Corporate Social Responsibility Market Place, held for the first time in Turkey, was divided into 2 sessions.

As well as creating a discussion platform about how CSR activities and performances were perceived, in Market Place activity that reveals the companies' creative and innovative solutions related to economic ,social and environmental problems, all participants visited the stands that companies displayed their CSR projects and they exchanged information between at 10:30-16:30.



In Marketplace activity that helped companies' projects in the field of CSR to be discussed in informative and creative atmosphere and to be a model for other corporations and institutions, the participants had advantage to evaluate the most successful CSR project by getting information from institutions' representatives directly



The participants had an entertaining day with financial participation and CSR Laboratory, called CSR, pantomime displays, photo shootings and a lot of activities. In Laboratory, based on financial Participation and CSR, an interesting laboratory that showed the important effects of CSR activities on companies, being active in financial sector was created by **Angela Tanno**, working at the CSR

Unit of Italian Banking Association.



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After the one to one conversations during the whole day, the closing statements and prize-giving ceremony that were the second session of Market place , were presented,

In the ballot, lasting the whole day, there were **799 votes**, **5 CSR solutions** that showed the best performance, were determined and prizes were given to the ones that got degree at the end of the day. The companies that received prize and their solutions;



1. Prize for: Bilim İlaç A.Ş., **Bilim İlaç Toplum Gönüllüleri**
2. Prize for: TEB A.Ş., **KOBİ Academy**
3. Prize for: MNG Kargo A.Ş., **Poşetler Kutuya, Çocuklar Okula**
4. Prize for: Unilever, **Çöp(m)adam**
5. Prize for: Intel Corp. LTD., **Intel Teaching Programm**

Turkey Corporate Social Responsibility Solutions Market Place Activities got approval from EU representatives and other all participants due to the awareness of their responsibilities to environment and all participants and their activities to make themselves sustainable in global competition environment as responsible citizens in 21st century



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