



RECENT DEVELOPMENTS IN SOCIALLY RESPONSIBLE INVESTMENTS IN TURKEY

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Introduction

- Today's competitive market environment creates a corporate social responsibility that has a high strategic importance to many companies.
- By dedicating ever-increasing amounts to cash donations, in-kind contributions, cause marketing, and employee volunteerism programs, companies are acting on the premise that CSR is not merely the "right thing to do" but also "the smart thing to do".

Introduction

- Importantly, along with increasing media coverage of CSR issues, companies themselves are also taking direct and visible steps to communicate their CSR initiatives to various stakeholders, including consumers.
- CSR is not only important for private sector to become more competitive but to make employees more active, to save environment and to support civil society-private sector collaboration; also is important for sustainable progress and social success.

Introduction

- In Turkey many companies started to give great importance to CSR.
- At this point it should be discussed why CSR is important for Turkey, Turkish economy and especially for foreign investments.

Introduction

- CSR creates new job opportunities with interacting companies with their social stakeholders.
- Increases companies' brand equity, improves companies' long termed profitableness, arouses interest of international investors, increases Turkish private sectors competitive capacity on global field, prepares a better setting for private sector practices on EU membership process.

Introduction

- In CSR the base is “human” and it is shown with loyalty to social responsibility.
- Social Dialog is only possible with improving participation, social stakeholder management is important for that.
- Reciprocal relationships can only be achieved with result-based practices. Result-based side of CSR shows itself with certification and reporting.

Introduction

- Active learning process is important for sustainability and growth.
- In other words sustainability is only possible with information and knowledge.
- Trainings and publications are developed regarding this aim.

Importance given to CSR by different sectors

- According to an article published at the end of 2015, the General Director of Istanbul Stock Exchange mentions that the investors do not only deal with the economic results any more.
- Economic, environmental, social and managerial dimensions are all together taken into account. The investors are no longer interested only in economic outcomes, but economic sustainable performance oriented companies attract more attention.