

# Importance given to CSR by different sectors

- Today, responsible investment is preferred mainly by institutional investors. BIST Sustainability Index encourages founding such funds, while facilitating for Index-constituent companies to get a larger share from such funds.
- At the same time, the Index offers a new financial asset category for all investors.

# Examples of CSR applications

- Turkish Telecom has completed a project to teach internet usage and they have successfully educated 10.000 people. In 2015 this project was completed and in 2016 United Nations declared this project as the best example in its area.
- Kadir Has University has started a Diplom Program on Corporate Social Responsibility. This program mostly aims the young company managers and leaders in their field. They will learn how to prepare and develop different projects aiming CSR.

# Examples of CSR applications

- One of the most prestigious banks in Turkey, Yapi Kredi Bank, has started a project for the conservation and most efficient use of the natural resources. With this project they aim to save energy and recycle paper. Also together with Tema Foundation they started to plant trees.
- Philis Avent created a “breast feeding time” project. They are building free of charge breast feeding rooms for young mother workers.

# Examples of CSR applications

- In 2015 L'Oreal Turkey has established a program named "Beauty for a Better Life". The main aim of this program is to create jobs for young women who could not complete their education due to economical reasons. These young women are started to be educated as a beauty expert.
- Henkel created an educational program for children to encourage them learn science and to protect the environment.

## Recent Situation

- In recent years, Turkey has taken important steps about sustainability practices. Sustainability-based analyzes in the 2016 National Review Report shows that the companies are more oriented on the environment, reducing energy costs, energy efficiency, gender equality and education as the main focus points, and less oriented on renewable energy generation, the elimination of poverty based on regional development and people with disabilities.

# Recent Situation

- In “Corporate Social Responsibility Project for All, National Review Report: Turkey” study which was prepared by TISK in 2013, Turkey Sustainability Reporting National Review Report covers **279** companies and they were asked about their CSR priorities.
- Among 279 companies, 58 companies stated their priorities as “responsibility towards environment”, 52 companies as “responsibility towards the employees”, 40 companies as “responsibility towards local society/region” and 32 companies as “loyalty to the ethical rules in business relations”.

# CONCLUSION

- It is very important to strengthen the culture of sustainability.
- Even though Turkey has taken important steps about sustainability practices and the companies concern the environment, reducing energy costs, energy efficiency, gender equality and education as the main focus points, there are still quite critical areas.
- Also it should not be forgotten that all the efforts shown in Turkey are on voluntary basis.
- The Italian example mat be evaluted in Turkey for a future legislation preparation.

# CONCLUSION

- Another topic which Turkey should give importance is occupational health and safety which is regarded highly important by GRI and, it is needed to make progress in many sectors such as construction and chemical sectors.
- As far as education is needed for company's sustainability and reporting activities, it is important that sustainability culture fall into curriculum for learning and interiorizing at early ages.