ENTERPRISE 2023

CORPORATE SOCIAL RESPONSIBILITY IN THE REPUBLIC’S 100TH YEAR

21th December, İstanbul

CSR MARKETPLACE
“Enterprise 2023” is an initiative which on the one hand has the aim to support companies developing their creative business ideas and reducing costs, and on the other hand wants to promote companies to meet economic, social and environmental requirements. Turkey's goals are to ensure efficiency and social solidarity and a high employment rate until 2023, but this is only possible, if public administrations, companies, and civil society organizations form a joint venture and every Stakeholder makes his contribution to it.

As Corporate Social Responsibility Association of Turkey, we promote Turkey's strategic Vision for 2023. This is why we want to exhibit the best CSR practices in the international arena, therefore, we continue organizing the CSR marketplace “Enterprise 2023” also in 2012. Our event which deals with the issue “Corporate Social Responsibility in the Republic’s 100th Year”, targets that the public, the companies, the NGO’s, and the academic world work together closely and that we accelerate the progress in the area of Corporate Social Responsibility (CSR) we made so far.
Inclusion of CSR Practices in the Business Processes

The forth CSR Marketplace has a special methodology this year. According to this methodology, CSR Turkey examined the CSR of many companies for the 2011-2012 period on the basis of the following main headings and awards will be given in these categories:

1. Environment
2. Sustainability
3. Communication and Reporting
4. Health and Safety
5. Working Conditions
6. Equal Opportunities and Diversity
7. Governance and Leadership
8. Ethics
9. Charity
10. Stakeholder Participation
11. Skills and Competency Development
12. Employee Volunteering
13. Promotion of CSR
14. Social Innovation
15. Inclusion of CSR in the Business Processes
16. International Example of CSR Application
17. Human Rights
18. Interaction with the Local Communities
19. Public - Private Sector Partnership
20. Private Sector - Civil Society Partnership
21. Women, Children and Youth Applications
22. Training
23. Media Effects
24. Corporate Citizenship Award
25. Special Recognition Award

This investigation is an output of the evaluation of how the companies integrated CSR into their business processes, how they incorporated CSR practices in their strategies and how they shaped practices and social responsibility. In addition, the company’s decisions, web page sharing, CSR and annual reports, the company’s employees, stakeholders, the media, and other relevant sources will be considered in the evaluation.
Participation and Invitation Timeline

As a result of our investigations, we will invite 25 companies from Turkey and 25 international companies to be a part of the CSR application 2012 - the CSR Marketplace and to be published in our catalog.

On the basis of the above mentioned main headings the best performances and practices of all the companies which are part of this catalog will be awarded at the end of CSR Marketplace.

An international jury will evaluate the applications of the companies which are invited to the CSR Marketplace and are a part of the Marketplace catalog. The jury consists of representatives of the United Nations Development Program, CSR-Europe and CSR-Turkey.

The invited companies will be announced on 21st November 2012. The companies which want to be examined or eager to share information prior to that, can contact us via Email, referring to the attached application document: feride.dogan@kssd.org

Awards will be given in 3 different categories:

1. The evaluation committee presents the first, the second and the third winner of the “CSR National Solutions”-Award

2. The companies’ CSR Solutions will be presented to the participants of the CSR Marketplace and they chose the best CSR implementation. This will get the ‘Stakeholder’-Award.

3. The companies which are leading in the sections ‘developing awareness for CSR’ and ‘dissemination of its projects’ will get the ‘Special Jury’-Award

4. The same awards will be given in the international category

5. Finally, this year the ‘Human Rights Application in the business world’-Award will be given as a special award.

The entry fee for the event amounts to 4500 TL. The exhibition will take place in the Kadir Has University and every participant will get an area of 2 by 3 meters. The participants are free to arrange this area according to their needs.

Every company can write an essay about the area of application (up to 300 words) and an essay about its CSR solutions (up to 1500 words). They will be published in the CSR Turkey catalog.
CSR Marketplace Program 2012

21st December 2012, Friday

9:30 Opening speeches
Serdar Dinler, President of the Corporate Social Responsibility Association of Turkey
Stefan Crets, General Manager of CSR Europe
Prof Dr Mustafa Aydın, Rector of Kadir Has University
Richard Howitt, Member of the European Parliament, CSR Reporter
Egemen Bağış, Minister for European Union Affairs

11:00 Marketplace

17:30 Award Ceremony

CSR Turkey

Corporate Social Responsibility Association of Turkey (CSR Turkey) is founded in 2005 to help the development of the consciousness of social responsibility, extend the knowledge of CSR in national and international level in its endeavor for sustainable development and social achievement.

CSR Turkey creates tools, resources and methodologies particularly for business so that business can mitigate the negative effects on social and environmental level and can create a positive impact on the development of the society and itself. (http://www.csrturkey.org)

CSR Turkey has 4 core areas focused on
- CSR Trainings
- Advocacy of CSR (a new article request to the Turkish Constitution)
- CSR Consulting (for more information: info@csrturkey.org)

CSR Turkey organizes annually
- CSR Marketplace
- Give & Gain Day
- NGO Days

CSR Turkey is a member of
- CSR Europe
- CSR Middle East