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**CSR FOR ALL PROJECT
KICK-OFF MEETING
18.04.2013
TURKEY, ANKARA**

Panelists:

1. Tuğrul Kutadgobilik	President of TİSK	6. Aylin Gezgüç	Koç Holding External Relations and CSR Coordinator
2. Bela Szombati	Deputy Head of the Delegation of the European Union to Turkey	7. Serdar Şardan	Cement Industry Employers' Association Secretary General CSRforALL
3. Halil Etyemez	Deputy Minister of Labour and Social Security	8. Mutlu Topal	Keymen Pharmaceutical Industry Director General
4. Nil Mit	CSR for All - Project Coordinator	9. Melsa Ararat	Sabancı University School of Management Faculty Member
5. Ferhat İlter	Deputy Secretary General of TİSK	10. Berkay Orhaner	Corporate Social Responsibility Association of Turkey Ankara Representative

Agenda:

1. Welcome and Opening session
2. Project Presentation
3. CSR's Today and Future



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Tuğrul Kutadgobilik welcomed participants, behalf of Turkish Confederation of Employer Associations. He expressed his pleasure to see that CSR, which is the main topic of the conference, is so attractive for all stakeholders. He underlined the value of CSRforAll Project which will last for two years and lead especially employer organizations and enterprises in the South East Europe region, in order to develop their capacities to implement CSR activities. Mr. Kutadgobilik also added that, even from now, the Project has created a wave of excitement among employer organizations in the region. He expressed his wish to sustain the Project which has started in a perfect harmony with the partners and to contribute economic and social development through the Project activities. He highlighted the importance to perceive CSR within the right framework is very crucial to be able to implement it in a best way. He underlined that CSR is foremost a voluntary action which needs to taken by enterprises to contribute the development through their activities and it is not a obligatory regulation which must be forced by the governments; the responsibility of governments and enterprises must not be confused. He also added that, CSR is a business driven process which directs the activities beyond legal regulations but by respecting them. He underlined that the governments must stand as a main supporter to create appropriate area for enterprises to implement CSR activities within legal regulations. He also added that, there is no 'one size fits all' in the CSR activities since these activities may change according to each business activities and each business must find out what kind of contribution it can do for development of the society within its own circumstances.

Bela Szombati underlined the importance of these kinds of Project which could lead enterprises and through them, other parts of the society, in the area of CSR. He highlighted the importance of Turkey in last decades through its contribution to sustainable development within itself and in the Europe. He added that, Turkey stands a very strategic partner for EU and broader dialogues are going on for economic, environmental and social development. He noted that sustainable



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development cannot be achieved without CSR in private sector. He stated that CSR stands as a business module which needs to be developed with the contribution of all stakeholders in the area. Mr. Szombati underlined the importance of the CSRforAll Project as a change of experiences and best practices which will lead all stakeholders in the area and stand as a model.

Halil Etyemez expressed his greetings for the start of CSRforAll Project which will contribute the development of CSR in the region. He noted that Turkey is experiencing a big leap in the economy with the contribution of the development of social politics since they are important as much as economics development. He stated that a country can develop step by step through its each citizen, enterprises, organizations, institutions and of course with its government. He underlined the importance of being prudent businessman who is responsible principally with its employees then its customers, environment, society and government. He noted that there is a cycle in the business world which directs that an employer who fulfills his obligations to his employees, may ask the same thing from his supplier; so if there is any break in the cycle, it will affect all others as well. He also highlighted the importance of globalization since it causes all economies in the world are interacting. He added that CSR is very crucial important concept in the business in all over the world and Ministry is a full supporter of the CSRforAll Project which is led by TİSK.

Nil Mit presented the Project technical presentation which highlights the objectives, estimated results, activities and the implementation process of the Project.

Ferhat İlter stated that CSR is very popular concept which develops day by day in the world and there are high expectations from stakeholders. He highlighted the main objectives of the Project as follows: to develop a South East Europe model which leads employer organizations in the area of CSR; to create a network; to develop



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common understanding and expectation; become a reliable source for CSR; establish an awarding system. He also added that, CSR is a voluntary action and it is going beyond to laws but not create an alternative to them. He underlined that it is right to lay a burden on employers for the responsibilities of the Governments. He noted that TISK is already very active in the area of CSR and it aims to develop its own capacity as well as other EOs in the region by creating a model for all enterprises.

Aylin Gezgüç stated that CSR is a journey which is the junction of both regulations and conscience. She added that CSR is based on sustainable development which has a border: we can achieve CSR through sustainable development only if we can meet current generation's needs without exploiting future generations' needs. She noted that, in today's world, enterprises are not seen only as economic entities. She expressed the new definition of European Commission for CSR as : "the responsibility of enterprises for their impacts on society." She noted that CSR is run within a framework of conscience and responsibility. She indicated that to be prudent businessman is very crucial to be able to implement efficient CSR activities. She underlined the advantages of implementing CSR activities as follows: reputation management, contribution to its own efficiency, decreasing cost, risk management, brand image and so on. She also noted that there are already some CSR standards which can be followed in the first place such as Global Compact which has many members from all over the world and present main objectives of CSR which need to be considered foremost.

Serdar Şardan stated that CSR is getting more popular day by day in the all areas of the life and enterprises are the those who need take the responsibility to introduce it in a good manner to be able to contribute to sustainable development. He expressed his pleasure for the current situation which directs that CSR is now also discussed in the area in which profit maximization is the subject. He underlined that, in the cement sector, there are many CSR activities based on the elements of sustainable



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development as environment, education, culture and health.

Mutlu Topal quoted from İskender Pala's book as: "Business shall be stand for goodness of humanity, happiness is out there. If a person works for the goodness of humanity, it means that he works for the goodness of himself as well." He added that, CSR is an indispensable part of sustainable development; it is voluntary but actually it became an obligatory voluntary action which needs to be taken by all enterprises in the global world. He underlined that CSR directs all good behaviors which is highlighted in all religions including Islam, Christian etc so that even if it was converted from the West, it found its place very quickly in our believes and life style as well. He noted that CSR must be disseminated in a transparent manner and open the door for a more quality life. He also added that Keymen is very careful to disseminate its CSR activities through media since they believe that it is very crucial for society and other stakeholders as well as enterprises to see what others are doing so that they might be inspired to do the same as well. He noted that human understanding lies on the heart of CSR then it is followed by life quality development through environmental, economic and social improvement for the efficiency. He stated that society and business world support and develop each other to be able to create more efficient contribution for corporate and society development.

Melsa Ararat underlined the importance of taking into consideration current understanding for CSR instead of using the old models which might work in other countries. She noted that the responsibility of governments and enterprises shouldn't be confused since some of activities perceived as CSR are actually the obligations of governments. She underlined that, the enterprises shouldn't take governments' place on fulfilling the obligations since business have also other worries to be able to make their own enterprises sustain and keep their position in the eye of society. She noted that CSR is an instrument for profitability and sustainability for the enterprises;



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it is a business strategy and those who do not implement CSR activities cannot survive and compete with others. She said that the effect of CSR on profitability is a new research area since it was based on business models before. She highlighted a new term appeared as 'corporate citizenship', to fulfill the empty space left by governments and states because they are losing their power more day by day. She noted that the governments' lack of power on the some areas lead societies to expect some responsibilities from enterprises; for example they started to go enterprises for a change on a law rather than governments. She noted that, enterprises has started been seen as an organizations to which civil rights were delivered. She highlighted the importance of perceiving CSR in a right manner is very crucial for governments, enterprises and society.

Berkay Orhaner stated that there is a triple profit chain in the business world which directs economy, environment and society and it is very crucial to balance and look out at the same time to be able to be a profitable and reputable business. He highlighted some important facts regarding economy in Turkey, crowded population, unbalanced distribution of income, high range of old people in the population, globalization which might have negative or positive effects. He added that global enterprises were the one who brought CSR to Turkey but globalization may create negative effects in terms of high competitiveness. He noted that Turkey has a very rich natural source such as renewable energy sources wind, sun etc., and it must use these sources behalf of the sustainable development; and CSR activities can create a basis for this. He also added that Turkish society is charitable by its nature and it created both a risk and opportunity for CSR in Turkey since it might be misperceived only as a charity rather than a business model. He highlighted the importance of reaching small and medium sized companies to develop their capacity for CSR activities since it is perceived as CSR is something only for big companies but actually, the circle works through small and medium sized enterprises in the system. He noted that, CSR must be adapted both to system and business model to be able

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to implement best practices both for the sake of enterprises and societies.

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