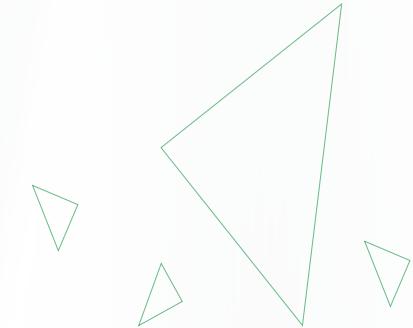


# BORUSAN KOCABIYIK FOUNDATION

2018 Annual Report





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**“I have believed all my life that companies exist for people, and people come first.”**

**1924-2012**

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**Asım Kocabıyık**

Founder and Honorary Chairperson

The Group companies, drawing strength from Borusan's deep-rooted values and corporate culture, create added value in the fields of production, service and industry in collaboration with international partners, each a leader in its sector. Drawing strength from Borusan's deep-rooted values and solid corporate culture, the Borusan Group companies operate with the aim of contributing to all their customers, employees, business stakeholders, society, the environment and the countries by ensuring advantage at work, quality and convenience in life as well as economic added value.

Borusan Holding sets the rules for guidance and conducts auditing activities on issues that create value for companies and stakeholders and ensure the preservation of the Borusan culture.

Borusan Holding operates to increase the value created for shareholders with the strategic leadership, services and audit activities offered to companies. Borusan Holding ensures that the Borusan Group is recognized as a respected, innovative, value-creating and beneficial institution for Turkey.



# corporate responsibility

Borusan, one of the leading groups of Turkey, continues to add value with an eye on the principle of paying its debt to the society.



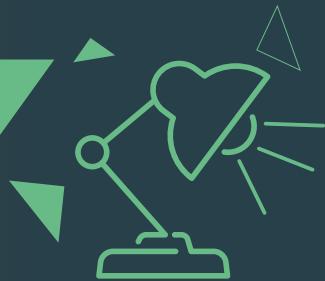
Serving as a model for corporate social responsibility in its history of 75 years, Borusan realizes various projects under the aegis of the Borusan Kocabiyik Foundation (BKF). Founded in 1992, the BKF is active in three main fields: education, culture and arts, and gender equality. Asim Kocabiyik, the Founder and Honorary Chairperson of Borusan, many times said, "I owe a debt of gratitude to my country and I have been trying all my life to repay it," and considered the principle of paying his debt to the society through social projects as one of the main values of the corporate culture of Borusan.

**The social responsibility projects launched by Borusan comply with these values, and are built upon sustainable and long-term perspectives supporting social development. The Borusan Kocabiyik Foundation allocated a budget of approximately USD12 million for various ongoing projects in 2018.**

The Borusan Kocabiyik Foundation also acts as the coordination center for Ertug & Kocabiyik Publications. Ertug & Kocabiyik Publications is a successful joint project between Ahmet Ertug, celebrated architect and photographic artist and Ahmet Kocabiyik, Chairperson of the Board of Directors of Borusan Holding. Ertug & Kocabiyik Publications publishes prestige books adorned with scientific texts and stunning photographs on the Ottoman, Byzantine, Roman and Hellenistic periods.

**BORUSAN  
KOCABIYIK  
FOUNDATION**

# education



## Borusan considers education as one of the top priority social responsibility areas.

To this day, the Borusan Kocabiyik Foundation carried out the construction of Borusan Otomotiv Zehra Nurhan Kocabiyik Primary School, Gemlik Borusan Primary School, Borusan Asim Kocabiyik Technical and Industrial Vocational High School, Kocaeli University Asim Kocabiyik Vocational School of Higher Education and Uludag University Asim Kocabiyik Vocational School of Higher Education. Moreover, the BKF completed the restoration of the Library of Istanbul University Faculty of Economics.

In addition to completing the construction of Uludag University Asim Kocabiyik Vocational School of Higher Education, the BKF launched the **“Sustainable Improvement of Education Quality Project”** at the institution in 2009.

The project's contribution to quality education was recognized with various awards such as “EFQM Committed to Excellence Certificate” in 2009, “Jury Incentive Award for Quality in Education” and “Certificate of Recognized for Excellence 3-Star” in 2012, “Achievement in Quality Award” in 2013, and the “Grand Award” and “Certificate of Recognized for Excellence 5-Star” in 2014.

**The BKF granted scholarships to 174 students in 2018.** Moreover, 30 undergraduate students in classical music received scholarships from the Foundation.

**In 2018, the BKF donated 9,342 books to the libraries of 41 schools throughout Turkey.**

The project was the recipient of the **“Turkey Grand Award of Excellence”** in 2016, as the first and only vocational school of higher education.



# culture and arts



Aware of the vital importance of arts and culture in the formation of a civilized society, Borusan is committed to supporting polyphonic music and increase interest in plastic arts.

## BORUSAN SANAT

Borusan Sanat carries out its musical activities through the Borusan İstanbul Philharmonic Orchestra (BIPO), an ensemble of the best musicians of Turkey, which is on its way to become one of the leading symphonic orchestras in Europe, Borusan Quartet, Borusan Children's Choir, Borusan Music House, and Borusan Klasik radio, the home of online classical music. Performing regular concerts in Istanbul and tours in Europe under the Artistic Director and Principal Conductor Sascha Goetzel, the BIPO fosters and advances love for classical music in Turkey and acts as an important cultural bridge between Europe and Turkey. **The BIPO reaches more than 20,000 music lovers in 2018.**

Borusan Music House plays an important role in boosting the recognition of Borusan Sanat, and appeals especially to young audiences with concerts hosting the artists of alternative contemporary music.

Borusan Klasik, Turkey's first classical radio station to broadcast online, plays a vital role in Borusan Sanat's aim to support and promote classical music. Borusan Klasik's experienced programmers host special guests in an ever-expanding catalog of programs.



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# culture and arts



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**BORUSAN  
CON·TEM·  
PO·RAR·Y**

## BORUSAN CONTEMPORARY

Since September 2011 Borusan Contemporary, as an affiliate institution of the Borusan Kocabiyik Foundation, a subsidiary of Borusan Holding, contributes to the cultural life of Istanbul and to society.

Borusan Contemporary was established as a unique art institution in the cultural milieu of Istanbul as the Borusan Contemporary Art Collection with a history of 30 years found its home in the Yusuf Ziya Paşa Köşkü, one of the iconic structures of Istanbul, also known as “Perili Köşk” (Haunted Mansion).

# culture and arts

In 2007, Yusuf Ziya Paşa Köşkü was leased and renovated by the Borusan Group as the headquarters of the Group. As the building was designed as an office space, exhibition areas and training rooms were integrated into the office infrastructure, thus providing the audience with an interesting corporate art center experience. Borusan Contemporary's main activities consist of preparing selections from the artworks in the Borusan Contemporary Art Collection and temporary exhibitions focusing on the New Media art, organizing events with artists and guest curators included in the collection, increasing the recognition of Turkey's natural and cultural heritage at international level with the regular commissions to artists, supporting the fields of art writing and contemporary art theory and publishing in these fields to create the memory of art in Turkey; and organizing educational programs for children and young people.

**Borusan Contemporary designs educational programs and events for children and young people aged between 5-14 as well as adults. Borusan Contemporary welcomed more than 14,500 visitors in 2018.**

Four exhibitions were hosted by Borusan Contemporary in 2018. In March, Borusan Contemporary opened two exhibitions: the temporary exhibition Mika Tajima: *Æther* prepared in cooperation with the New Museum, New York, and the *Twilight*, a Borusan Contemporary Art Collection exhibition, curated based on the writings of poet and painter Metin Eloğlu, inspired by the Second New poetry movement. Perili Köşk was the home of two exhibitions in September 2018. *Universal Everything: Fluid Bodies* was a temporary exhibition, exploring Universal Everything's fascination with the human form, the characteristics of the individual and its behavior as part of a larger collective. Another exhibition was *Üvercinka: A Selection from the Borusan Contemporary Art Collection*. Üvercinka was curated focusing on "Üvercinka", a poem by Cemal Süreya, one of the pioneers of Modern Turkish literature.

In 2018, Borusan Contemporary organized 48 short and long-term workshops for children, welcoming a total of 563 children in education programs. Focusing on children and young people aged 4-14 with the mission of raising media artists of the future, Borusan Contemporary is a follower of the "Maker" movement. In 2018, Borusan Contemporary offered long-term workshops titled "Designing My Own Computer Game" and "Coding Workshop" for four weeks as part of the education programs. The "Contemporary Art Laboratory", held in previous years, continued to be offered in 2018. The program was aimed for children aged 4-8 and lasted for eight weeks.

# culture and arts



Carried out for adults since 2016, the seminar program “Today’s Art // Yet Another” was completed with four sessions in 2018. Moreover, as of October 2018, Borusan Contemporary’s seminar program continued with the “Thesis I Antithesis I Prosthetics” event series focusing on new media art. In 2018, Borusan Contemporary organized another event for adults: “Psychoanalytic Image Analysis and Exhibition Tour”. During the event, the artworks in the Borusan Contemporary Art Collection were grouped according to their medium, and the artists active in each medium and their works were analyzed from a historical perspective. The aim was to enable the audience to analyze artworks at a basic level using their own memory, cultural background and the free association method. A total of 479 people participated in these programs.

Launched in July 2018 in order to create new ideas on New Media Art, Borusan Contemporary Blog continued to expand with new contents and reached 13,000 art readers from September to December. Borusan Contemporary Blog regularly features texts focusing on collections and exhibitions, readings of artworks, and interviews with artists and curators. With the aim of contributing to the development of art literacy, Borusan Contemporary Blog is designed to develop artistic and curatorial perspectives as well.

**While it is a rare occasion to witness corporations willing to share their headquarters with the public, Borusan Contemporary opens the doors of Perili Köşk to art lovers on weekends, thus proving the importance bestowed on transparency by the Borusan Group.**

The Borusan Group’s support for education, culture and art was recognized with an award at the “Corporate Art Awards” held by pptArt in 2018, receiving an award with the “multi-platform program consisting of exhibitions, events, educational activities, new artwork commissions and site-specific installations”. The award ceremony was held in the European Parliament. In 2018, the Corporate Art Awards attracted the attention of many institutions supporting art from Europe, the Americas and other regions of the world such as HBC, Lufthansa, Fendi, British Council, Bulgari, Volkswagen, Banca d’Italia, American Express, Art Foundation Merita, Crane Museum, Fiat, Google Arts & Culture, and SFO Museum. The award winners were determined by a jury consisting of museum and art center directors, academics and company representatives active in arts, including Gianluca Comin, Board Member of La Biennale di Venezia; Eike Schmidt, Gallerie degli Uffizi Director; and Bartolomeo Pietromarchi, MAXXI Arte Director.

Aware of the importance of culture and arts in society, the Borusan Group aims to improve the interest of public on arts and expand their access to culture through Borusan Contemporary.

# gender equality



## MY MOM'S JOB IS MY FUTURE

Borusan Holding considers “My Mom’s Job Is My Future” as one of the most important social responsibility projects. Research shows that childcare is one of the biggest obstacles against women’s employment in Turkey and the world. The long-running “My Mom’s Job Is My Future” project aims to support working mothers and increase women’s employment.

The project is carried out in collaboration with the Ministry of Family and Social Policies, and the Ministry of Science, Industry and Technology. Under the project, crèches and daycare centers for children aged 0-6, each with a capacity of 75 students, are planned to be constructed under the name “Borusan Neşe Fabrikası” (Borusan Joy Factory) in 10 organized industrial zones in 10 provinces throughout Turkey. Under the project, the Borusan Joy Factories are opened in Adıyaman, Afyonkarahisar, Malatya and Balıkesir. In 2015, the “My Mom’s Job Is My Future” project received an award in the social responsibility category in the Golden Compass Public Relations Awards organized by the Turkish Public Relations Association. The project was also recognized with an award by the Turkish Confederation of Employer Associations.



**BORUSAN** **ESİTTİR**

# gender equality



## Gemlik Borusan and Afyonkarahisar Asım Kocabıyık Microfinance Branches



Borusan Holding operates microfinance branches to support female entrepreneurs. The first Microfinance Branch was opened in 2009 in Afyonkarahisar, the birth place of the late Asım Kocabıyık, the Founder and Honorary Chairperson of Borusan, before his passing away. The second Microfinance Branch was opened in 2013 in the Gemlik district of Bursa, which houses a large industrial campus of Borusan Holding.

To this day, the two microfinance branches granted TRY5.5 million in loans to 2,800 female entrepreneurs, enabling them to start or develop their own businesses.

# gender equality



## BORUSAN PROJECTS PROMOTING GENDER EQUALITY



Borusan established the “Equal Borusan – Social Equality Platform” in November 2015 to adopt and embrace gender equality at the corporate and individual levels. The platform aims to obtain concrete results for a wide range of gender equality issues from human resources policies to communication and awareness.

The Equal Borusan Platform published the “Guide to Avoid Discriminatory Language and Behaviors in the Work Place” in collaboration with the Gender and Women’s Studies Research Center at Kadir Has University. The guide particularly included discriminatory expressions and behaviors based on gender common in everyday business

life. Gender discriminatory expressions in workplace such as “like a man”, “smart like a man”, “miss manager”, “woman’s job”, “man’s job” as well as condescending expressions regarding age and generation differences such as “dinosaur”, “old-fashioned”, “newbie”, “new born”, “Y-generation” were included in the guide along with their non-discriminatory equivalents. The initiative also included specially-designed posters displayed in offices and other Borusan working environments. Moreover, a video titled “Love Begins with Language,” featuring Borusan employees, was prepared and published on the Borusan corporate website on February 14, 2017 for Valentine’s Day to draw attention to the issue of gender discrimination in the workplace.

The “Call out Sexism” campaign followed this project in 2018. To this end, a video was released on March 8, International Women’s Day. The video published with the hashtags “Love Begins with Love” and “Call out Sexism” drew attention to sexist language and behaviors as well as issues caused by a culture of sexism. The campaign was also used to attract attention to common sexist expressions such as “This is not a woman’s job,” “Are you a feminist?” and “What don’t you wear make-up?”

# gender equality



## NO JOB TOO TOUGH FOR WOMEN

Borçelik, a Borusan Group company, launched the “No Job too Tough for Women” project to emphasize that women can perform any job in the male-dominated heavy industry. Thus, Borçelik pioneered a first by employing women in the flat steel industry.

Under the project, female applicants received technical trainings such as overhead crane operator certification program as well as 250-hour comprehensive trainings like personal development and mentor-mentee program. At the end of the program, 26 women who had completed their training were employed in various jobs.

# gender equality



## BORUSAN OCEAN VOLUNTEERS PLATFORM

The Borusan Ocean Volunteers Platform was founded in 2008 with the aim of enabling Borusan employees to use their knowledge and skills in voluntary social responsibility projects in the fields of education, culture and arts, the environment and human rights.

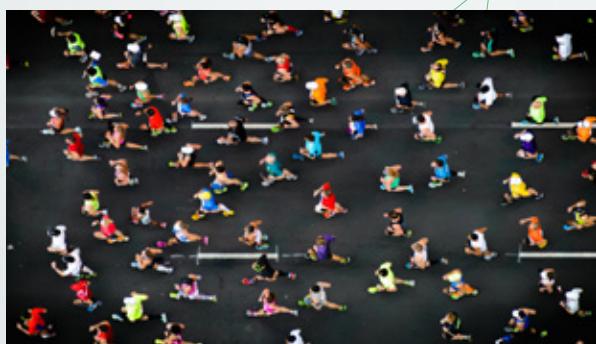
Borusan employees volunteered for 10,757 hours in 59 projects in line with the United Nations 2030 Sustainable Development Goals.

The Borusan Ocean Volunteers Platform carries out various projects in collaboration with non-governmental organizations such as book donation campaigns, shoreline and sea cleaning events, book reading for the visually impaired, mentoring, and school friendly programs.

Launched in 2012, the Coaching Program for Vocational High Schools is Borusan's longest-running volunteer project. The project is realized in cooperation with the Private Sector Volunteers Association. As participants of the project, Borusan volunteers coach students of vocational high schools for two years and share their experiences with them, thus prepare the students for professional life.

The Free Animal Shelter is another project carried out by the Borusan Ocean Volunteers Platform. In collaboration with the Aegean Idea Partnership Association at the Izmir Buca Stray Animals Rehabilitation Center, Ocean Volunteers active in this project worked to enable disabled stray animals to be adopted and to raise awareness of the public. Volunteers found homes for the disabled animals at Borusan Group companies, and prepared food containers for stray animals and placed these on streets.

Borusan Group employees participated in a sign language workshop with the DEM Association, which works with the deaf and hearing-impaired with the aim of emphasizing their "rich language and culture" rather than their "disabilities" and drawing attention to the fact that they are a part of our social diversity in order to raise awareness of the public. Borusan volunteers shared what they learned with their colleagues and contributed to raising awareness on this issue.



# gender equality



## “GEMLİK IS BORUSAN, BORUSAN IS GEMLİK”

Continuing its investments and activities in Gemlik for more than 40 years, Borusan continues to support Gemlik, one of Borusan's most important production areas, through social, cultural and educational investments. Borusan organizes a public iftar each year, which brings together thousands of people at the Gemlik Pier Square.



In 2018, Borusan sponsored the concerts held during the Gemlik Olive Festival, an important value of the city, organized under the collaboration of the Gemlik Municipality and City Council.

Moreover, the 3rd Borusan Gemlik Children's Festival was organized in cooperation with the Cinematic Culture and Art Association at the 15 Temmuz Demokrasi Square. Families and their children experienced the nostalgia of open-air cinema.

Within the scope of the “Curiosity and Insight Camp” organized for the children of Borusan employees, children aged 7-12 turned their dreams of Borusan's future into a prototype in line with the Sustainable Development Goals, and shared them with Borusan executives and their families.

As part of the “Vocational High School Coaching Program” supported by Borusan for many years, two-week university preparatory camps were held in the Mathematics Village founded by Ali Nesin for high school students coming from disadvantaged groups in Gemlik.