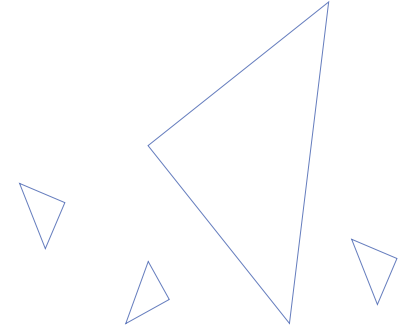




# BORUSAN KOCABIYIK FOUNDATION

2020 Annual Report



“

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

**1924-2012**

”

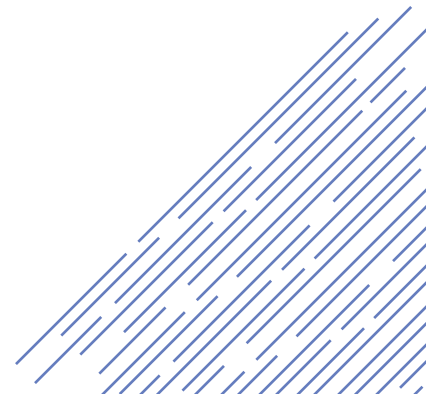
**Asım Kocabiyık**

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



## CONTRIBUTION TO SOCIETY

**Borusan considers the contribution to the society as its duty while continuing to grow by creating value for the country.**



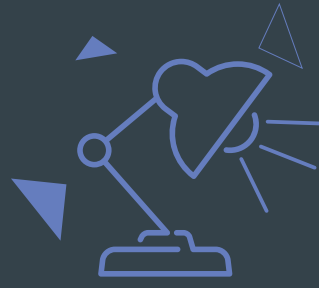
As one of Turkey's leading industrial establishments, Borusan adopts the principle of giving what it receives from the society back to the society. Focusing on corporate social responsibility project in the fields of education, culture and arts, Borusan considers the contribution to the society as its duty while continuing to grow by creating value for the country.

**The late Asım Kocabiyık, the Founder and Honorary Chairperson of Borusan, who contributed to the educational and cultural life of the country for many years, founded the Borusan Kocabiyık Foundation as the first step to carry out the activities under a corporate structure..**

Adopting the philosophy of "Contribution to Society", Asım Kocabiyık merged the Asım Kocabiyık Culture and Education Foundation and Borusan Sanat, established in 1997 under the roof of Borusan Kocabiyık Foundation in 2008 within the scope of social responsibility activities. With the establishment of Borusan Contemporary in 2011, the BKF expanded its fields of activity and continued to carry out social responsibility initiatives in the fields of culture, education, women's empowerment, etc.

**BORUSAN  
KOCABIYIK  
FOUNDATION**

# education



**Borusan Holding believes that Turkey's sustainable development and future depends on raising inquisitive generations who receive quality education at modern standards and know how to access knowledge and research.**



As one of Turkey's leading industrial establishments, Borusan adopts the principle of giving what it receives from the society back to the society.

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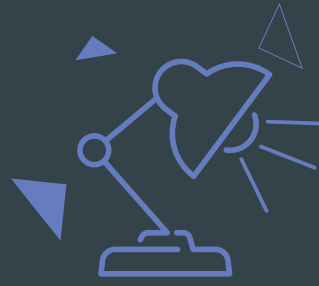
In line with this philosophy, education is Borusan's top priority social responsibility areas. To this day, the Borusan Kocabiyik Foundation carried out the construction of Borusan Otomotiv Zehra Nurhan Kocabiyik Primary School, Gemlik Borusan Primary School, Borusan Asım Kocabiyik Technical and Industrial Vocational High School, Kocaeli University Asım Kocabiyik Vocational School of Higher Education and Uludağ University Asım Kocabiyik Vocational School of Higher Education. Moreover, the BKF completed the restoration of Uludağ Faculty of Law, Afyon Faculty of Law, Uludağ University Gemlik Asım Kocabiyik Cultural Center, Asım and Nurhan Kocabiyik Teachers' Lodge,



Zehra Nurhan Kocabiyik Girls' Dormitory and Asım Kocabiyik Boys' Dormitory, and the Library of Istanbul University Faculty of Economics. Regular or need-based support activities were carried out in 2020, as every year, in order to improve the basic needs and education levels of the educational institutions established.

In addition to completing the construction of Uludağ University Asım Kocabiyik Vocational School of Higher Education, the Borusan Kocabiyik Foundation launched the "Sustainable Improvement of Education Quality Project" at the institution in 2009. The initiative received various awards in recognition of the excellence of education quality.

# education



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

With the same project, Kocaeli University Hereke Asım Kocabıyık Vocational School of Higher Education received the “EFQM Committed to Excellence Certificate” in 2009, and the “EFQM Certificate of Recognized for Excellence 3-Star” in 2016 and 2018. It was merged with Hereke Vocational School of Higher Education and named Hereke Asım Kocabıyık Vocational School of Higher Education during the restructuring of vocational schools. Continuing its activities stronger than ever, Hereke Asım Kocabıyık Vocational School achieved another success and received the “EFQM Certificate of Recognized for Excellence 4-Star”.



The merger resulted in increase of the number of training programs as well as the number of trainers, administrators and students. In this context, a new educational program, prepared and planned with the Turkish Society for Quality (KALDER), is implemented to help new educators and administrators reach the desired level.

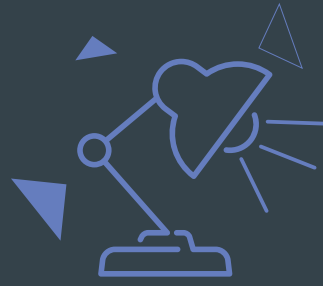
## 66 thousand books

The number of books donated to disadvantaged public schools throughout Turkey in five years reached 66,000.

Evaluating the inequality of opportunity and its possible effects in the field of education caused by the global pandemic, the Borusan Kocabıyık Foundation launched a support project called “Nobody Stays away from Remote Education”. Under the project, a total of 3,850 tablets and computers were provided with indirect and direct donations to enable successful primary, high school and university students from seven geographical regions of Turkey to continue their education without interruption.

In the 2020 operating period, more than 12,000 books were donated to the libraries of 94 schools across the country. With the book support initiative launched to help students develop their reading habits and imagination and gain

# education



different perspectives, the number of books donated to disadvantaged public schools throughout Turkey in five years reached 66,000.

**The books donated to educational institutions at different levels include children's books, world classics, fairy tales, novels, short stories, biographies and poems by local and foreign authors. The initiative will continue under a long-term support program.**

The Borusan Kocabiyik Foundation continued its scholarship program during the COVID-19 pandemic. In 2020 a total of 202 students received scholarships. Moreover, the living conditions and health of the students were monitored, and some scholarship holders were provided with hardware support. To this day, 34 students have received classical music scholarships for the purpose of studying abroad. Currently, six gifted music scholarship students continue to receive education scholarships.



# culture and arts

The Borusan Istanbul Philharmonic Orchestra (BIPO) met the music lovers with 11 concerts in its 21st anniversary. The Borusan Quartet gave eight concerts on both sides of the Bosphorus and hosted world-renowned musicians as well as award-winning Turkish virtuosi.

## BORUSAN SANAT

Borusan Sanat carries out its musical activities through the Borusan Istanbul 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.



Borusan Sanat also acts as the coordination center for Ertuğ & Kocabıyık Publications, a well-known publishing house publishing distinguished art publications that describe the rich cultural heritage of Anatolia and the recent history of Europe. Borusan Sanat opened the Borusan Music House, a performance stage, in 2010 to reach a wider audience. The venue hosted classical, jazz, world and new music concerts as well as dance performances and contemporary art exhibitions.

# culture and arts

**Borusan Sanat acts as the coordination center for Ertuğ & Kocabıyık Publications, a well-known publishing house publishing distinguished art publications that describe the rich cultural heritage of Anatolia and the recent history of Europe.**

The Borusan Istanbul Philharmonic Orchestra (BIPO) met the music lovers with 11 concerts in its 21st anniversary. The Borusan Quartet gave eight concerts on both sides of the Bosphorus and hosted world-renowned musicians as well as award-winning Turkish virtuosos. During the 2019-2020 season, the Borusan Istanbul Philharmonic Orchestra shared the stage of the Istanbul Lutfi Kırdar International Convention and Exhibition Center with Ray Chen, Yeol Eum Son, Miloš Karadaglić, Dorothea Röschmann, Angela Gheorghiu, Andreas Ottensamer, Yuri Bashmet, Pablo Ferrández, Harriet Krijgh, Ekaterina Siurina, Elena Maximova, Peter Sonn and Bogdan Baciu.

In 2019, the Borusan Istanbul Philharmonic Orchestra (BIPO) welcomed the talented violin virtuoso Ray Chen, a musician with a truly flawless technique. The world-renowned talented musician Chen won the 2008 Yehudi Menuhin and 2009 Queen Elisabeth competitions. His album released in 2017 received the ECHO Klassik Award. The pianist Yeol Eum Son will accompany the Borusan Istanbul Philharmonic Orchestra under the baton of Gürer Aykal. With the performance of La Clemenza di Tito, KV 165 "Exsultate, Jubilate" and Symphony in C Major, the concert is a tribute to the master of the classical music. This season, the eminent guitarist Miloš Karadaglić accompanies the Borusan Istanbul Philharmonic Orchestra conducted by Diego Matheuz. The Turkish premiere of the guitar and orchestra concerto "Ink Dark Moon" composed by the young British composer Joby Talbot under the commission of the BIPO was performed at the Lutfi Kırdar ICEC. Undoubtedly, one of the most extraordinary concerts of this season was "A Golden Page In Music History." The historian Prof. Dr. İlber Ortaylı accompanied the concert with his narration on the history of music. The soloist of the concert was well-recognized Dorothea Röschmann, the recipient of the Echo Klassik Award. The Borusan Istanbul Philharmonic Orchestra welcomed the new year with Angela Gheorghiu, one of the greatest stars of the opera. The soprano has received praise and admiration since she stepped onto the stage in 1992. She has enchanted music lovers at concerts and operas around the world. Gheorghiu shared the stage with the Borusan Istanbul Philharmonic Orchestra under the direction of Ludovic Morlot for the BIPO New Year's Concert.



# culture and arts

In 2020, Borusan Sanat suspended its physical concerts due to the measures taken against the global pandemic, and implemented a series of projects in order to protect the health of the artists, audience and employees and preserve the artistic level of the orchestra. Due to the intensive preparatory work, the projects were implemented in October. Before the launch, Borusan Sanat gave moral support to music lovers and employees with concert recordings published on the website. These recordings were watched by thousands of individual users.

## **Pandemic measures**

**In 2020, Borusan Sanat suspended its physical concerts due to the measures taken against the global pandemic.**

The most important of the projects realized by Borusan Sanat in October 2020 are the live radio concerts broadcast every week from Borusan Klasik; the video platform called borusansanat.tv, which meets an important need in today's world of digitalization, where concert recordings and pre-concert interviews are offered free of charge to music lovers thanks to state-of-the-art technology; and thematic radio programs such as "BIPO Marathon" and "Borusan Music House" on Borusan Klasik.

In 2020 Borusan Sanat increased the number of concerts held during the season to 28 from 12-14 events in order to adapt to the changing conditions and artistically benefit from the conditions. This initiative provided all members of BIPO with as much concert practice as possible. With the increase in the number of concerts, the members of the BIPO found the opportunity to practice throughout the year. Moreover, the target audience was expanded with the live broadcasting of these concerts on the radio. Borusan Sanat proved the importance of radio and the power of listening in this age of high exposure to digital content, thus exponentially increasing the audience of Borusan Klasik. The concerts broadcast live on Borusan Klasik were conducted by the honorary conductor Gürer Aykal and other eminent conductors Sascha Goetzel, Nayden Todorov and Patrick Hahn. The orchestra shared the stage with esteemed soloists Midori, Bülent Yazıcı, Valentina Lisitsa and Naz İrem Türkmen.

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# culture and arts

Borusan Sanat's second important project is the Borusansanat.tv platform, which has paved the way to reach the audience visually. The preparation works for this platform were finalized between October and December 2020, and borusansanat.tv was launched for the appreciation of music lovers in the early days of January 2021. The platform aims to reach a wider audience and more age groups and make art accessible, and to expand and diversify its potential audience. The concerts broadcast live on Borusan Klasik were recorded "at that moment" by a team of experts, thus "preserving" their "liveliness". The recordings are then presented to music aficionados on the TV platform prepared as a result of intense planning. Unlike other similar initiatives, these recordings are periodically offered completely free of charge. Music lovers can watch the video recordings of each concert on the same platform for a week. The borusansanat.tv platform presents not only audio but also visual quality content to music lovers thanks to the efforts of an expert sound and recording team that makes the best use of the conditions of the period through the use of state-of-the-art technologies. Moreover, the platform offers the information previously presented in physical form on a digital medium with a user-friendly interface.

From the beginning of the season in October 2020 to December 2020, 10 live and recorded concerts of the BIPO and two live concerts of Borusan Quartet were broadcast on Borusan Klasik. The video recordings of the concerts continue to be broadcast periodically on borusansanat.tv, which started broadcasting on January 3, 2021.

Borusan Sanat also actively used Borusan Klasik radio in line with the conditions of the period. Artists, artist representatives and ensembles that cannot physically reach their audience at Borusan Music House deliver alternative sounds to the audience with special programs created every Friday at 23.00 on Borusan Klasik. Moreover, the thematic program called "BIPO Marathon" at Borusan Klasik hosted the recordings of the most popular concerts by the BIPO every day between December 29, 2020 and January 3, 2021 at 19.00. The program featured conductor Diego Matheuz and violinist Leticia Moreno, conductor Ryan McAdams and soprano Corinne Winters, conductor Güner Aykal and pianist Denis Kozhukhin, music lovers' favorite piano duo Katia and Marielle Labèque, conductor Lorenzo Viotti and clarinetist Andreas Ottensamer, and conductor Sascha Goetzl and soprano Ailyn Pérez. On Borusan Klasik, the "BIPO Marathon" reached its audience with six concert recordings. This thematic program was highly appreciated by the music lovers.

Borusan Sanat aims to continue these projects in 2021.

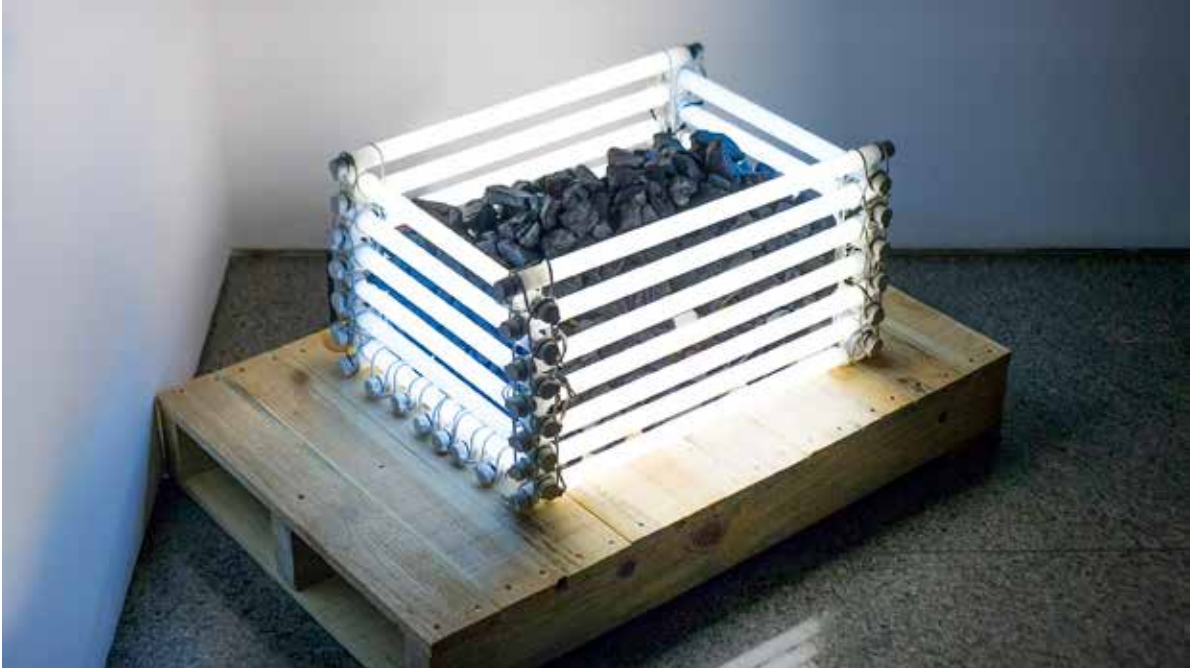
In addition to all these activities, the BKF also supports Ertuğ & Kocabıyık cultural publications. Ertuğ & Kocabıyık Publications publishes prestige books adorned with scientific texts and stunning photographs mostly on the Ottoman, Byzantine, Roman and Hellenistic periods.

# culture and arts

In 2020, a total of 6,266 people physically visited the exhibitions organized by Borusan Contemporary while 78,491 visitors benefited from the digital platforms.

## 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, located at Perili Köşk, one of the iconic buildings of Istanbul, is open to visitors on weekends. Borusan Contemporary has received the attention of art lovers with various programs such as the 30-year history of Borusan Contemporary Art Collection, exhibitions, events, educational activities, new artworks and site-specific installations.



Active for 10 years with sustainable programs such as exhibitions, events and educational activities that include new media artworks and site-specific installations, Borusan Contemporary continued to meet with the art audience through digital platforms in 2020 despite the challenging conditions of the COVID-19 pandemic.

# culture and arts

Active for 10 years with sustainable programs, Borusan Contemporary continued to meet with the art audience through digital platforms in 2020 despite the challenging conditions of the COVID-19 pandemic.

In 2007, Yusuf Ziya Paşa Köşkü (also called Perili Köşk) was leased and renovated by the Borusan Group. The Group uses the building as its headquarters. 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 guest curators and artists 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.

Borusan Contemporary designs extensive educational programs and events for children aged between 5-12, and adults. Borusan Contemporary welcomes an average of 14,000 visitors each year when open to physical visits. Before the physical visits were suspended in 2020 due to the COVID-19 pandemic, Perili Köşk was visited by 3,266 art lovers in the January-March 2020 period.

As of March, Borusan Contemporary concentrated on offering the exhibition program to the audience via the new digital opportunities. Under this initiative, the Bill Viola: Impermanence Exhibition, first opened to visitors in September 2019, was transferred to Borusan Contemporary's account on Google Arts & Culture

# culture and arts

**100,000 art readers**

**Borusan Contemporary Blog continued to expand its content and reached 100,000 art readers as of August.**

Platform and presented to the audience together with the complementary digital exhibition guide created specifically for the exhibition. Moreover, the information related to the exhibitions available on the platform (Universal Everything: Fluid Bodies, Üvercinka, Mika Tajima: Æther and a selection from the Borusan Contemporary Art Collection specially prepared for the platform) was updated, reaching 66,491 art lovers between March and December 2020.

The collection exhibition titled Water Reverie, which was planned to be opened in March 2020, but postponed due to quarantine, was digitized as a virtual tour and presented to Borusan employees at a special event.

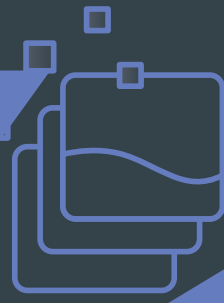
As Perili Köşk was closed to physical visits, a selection of photographs compiled from the Borusan Contemporary Art Collection were presented to the audience at the venue of the 212 Photography Istanbul Festival held between 8-18 October in Akaretler Sıra Evler as an alternative exhibition space.

**The collection exhibition titled Water Reverie, which was planned to be opened in March 2020, but postponed due to quarantine, was digitized as a virtual tour and presented to Borusan employees at a special event.**

The venue was visited by 3,000 art lovers. Moreover, the mentalKLINIK (Yasemin Baydar, Birol Demir) artist duo prepared the exhibition project ACI REÇETE #02/ BITTER MEDICINE #02, presented as a “bitter medicine” to the art world forced to change by the COVID-19 pandemic conditions. The exhibition was moved to Borusan Contemporary Perili Köşk in September 2020 after its first edition, which was broadcast live 24/7 from the exhibition venue at the Belgrade Contemporary Art Museum. The exhibition was broadcast live 24/7 on Borusan Contemporary’s website until January 31, 2021 for the appreciation of the audience. The exhibition was viewed 12,600 times on telephones, tablets and computers in the September-December 2020 period.

The “BITTER MEDICINE Online Talks” Series were shared on the YouTube account of Borusan Contemporary. The series were organized in three sessions with the participation of international art players under the temporary exhibition

# culture and arts



“ACI REÇETE #02/BITTER MEDICINE #02”. During the temporary exhibition, Ayşegül Sönmez, the Editor-in-Chief of Sanatatak Platform, hosted four Instagram live broadcasts via Sanatatak’s Instagram account where artists included in the Borusan Contemporary Art Collection with their artworks shared different approaches to ‘color’. These contents reached hundreds of online viewers.

Since Perili Köşk was closed to physical visits due to quarantine, the Children’s Workshops, previously organized face to face, were

delayed. Borusan Contemporary completed the necessary infrastructure works to reach children via digital platforms. During this period, under the coordination of Borusan Holding Corporate Communication Team, a digital workshop was held for the children of Borusan employees, especially for 23 April Children’s Day.

Launched in July 2018 in order to create new ideas on New Media Art by Borusan Contemporary, Borusan Contemporary Blog continued to expand with new contents and reached 100,000 art readers as of August. 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 Media Art literacy, Borusan Contemporary Blog is designed to develop artistic and curatorial perspectives as well.



Moreover, the Borusan Contemporary Art Collection commissions numerous local and foreign artists to create new artwork. Through the commissions for creating projects and artworks, the eminent international representatives of contemporary art create artworks that will illuminate, document and promote the discussion of Turkey’s cultural heritage and current problems. These artworks provide opportunities for cross-cultural transition and reinterpretation, developing a new

# culture and arts

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.

perspective to cultural assets with historical value.

In 2020, a total of 6,266 people physically visited the exhibitions organized by Borusan Contemporary while 78,491 visitors benefited from the digital platforms. The visitors found the opportunity to enjoy the artworks in the Borusan Contemporary Art Collection. 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.



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**BORUSAN  
CON·TEM-  
PO·RAR·Y**

# Women's empowerment



Since 2012, Borusan has considered the solution of gender inequality as a priority social responsibility area. To this end, the Holding develops internal corporate policies to support its female employees and eliminate gender discrimination. Borusan also carries corporate activities to provide infrastructure and financial support to increase women's participation in professional life.

As one of the signatories of the UN Women's Empowerment Principles (WEPs), Borusan was invited to become a member of the UN Women's Empowerment Principles Leadership Group in 2015. The group consists of members including academics, international non-governmental organizations, labor organizations, women's organizations and business world representatives. Borusan is proud to be the first Turkish company to join the Group.

## MY MOM'S JOB IS MY FUTURE

2012 yılında dönemin Aile ve Sosyal Politikalar Bakanlığı ve Bilim, Sanayi ve Teknoloji Bakanlığı iş birliği ile sanayide kadın istihdamının artırılmasını ve kadının güçlenmesini desteklemek üzere "Annemin İşi Benim Geleceğim" projesini hayata geçirdik.



Bu kapsamda, Türkiye'nin farklı illerdeki organize sanayi bölgelerinde (OSB), "Borusan Neşe Fabrikası" adıyla, 0-6 yaş grubu çocuklara yönelik kreş ve gündüz bakım evleri açtık. Borusan Neşe Fabrikaları'nın, çocuklarının bakımı nedeniyle çalışma imkanı bulamayan kadınların hayatını kolaylaştırması ve bu çerçevede Türkiye ekonomisinde nitelikli kadın işgücünün katkısının artırılması hedefleniyor. Böylelikle bir yandan kadınların OSB bünyesindeki işletmelerde istihdamı sağlanırken, diğer yandan da çocuklara nitelikli bir eğitim fırsatı sunuluyor.

Bugüne kadar Adıyaman, Afyonkarahisar, Malatya ve Balıkesir'de Borusan Neşe Fabrikaları hizmete açıldı.

Annemin İşi Benim Geleceğim projesi 2014 yılında TİSK tarafından düzenlenen Kurumsal Sosyal Sorumluluk Ödülleri'nde kapsayıcılık, 2015 yılında Türkiye Halkla İlişkiler Derneği tarafından düzenlenen Altın Pusula Halkla İlişkiler Ödülleri'nde ise sosyal sorumluluk kategorisinde ödül kazandı.



# Women's empowerment



## GEMLİK BORUSAN AND AFYONKARAHİSAR ASIM KOCABIYIK 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 Asim Kocabiyik, 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 and the port of Borusan Holding.

The two microfinance branches established by Borusan provided a total of TRY8 million in loans to 3,500 women active in various business lines from bakery to hairdressing, from food to handcraft.

## BORUSAN PROJECTS SUPPORTING GENDER EQUALTY



### Equal Borusan Platform

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.

### Love Begins with Love

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.

# Women's empowerment



## Call out Sexism

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?”

## 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.



## Equal Together

In order to prove that women can work and be successful in the metal industry, one of Borusan’s fields of activity, and to increase the rate of women employees, On-the-Job Training Programs organized in cooperation with the Turkish Employment Agency (İşkur) were offered to high school graduate female candidates. Moreover, the social areas at Borusan Mannesmann factories were made suitable for women. The initiative aims to increase the rate of women employees to 10%. To this end, the rate of women employees increased to 6% 2018 from 3% in 2017.

# Women's empowerment



## Education on a Hanger

Always prioritizing social benefit and strongly supporting social solidarity in Turkey's fight against COVID-19, Borusan implemented a new project. With the #AskıdaEğitimVar (Education on a Hanger) project launched in collaboration with the Askıda Ne Var (What's on the Hanger) social initiative platform, Borusan aims to support university students who have difficulties in accessing remote education.

Under the project, Borusan provided university students with computers, internet packages, online book subscriptions, mentoring and access to online education platforms so that they can continue their education without interruption. The project reached approximately 12,000 students. Erkan Kafadar, the CEO of Borusan Holding, and Borusan's senior management also voluntarily supported the project through career conversations with young people.

## 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 16,500 hours in 40 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.



# Women's empowerment



## “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 2019, 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 traditional 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.

The summer camp organized each year for the children of Borusan employees was held with a focus on science in 2020.