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# NEW HORIZONS

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## SUSTAINABLE, COMMUNITY-BASED TOURISM

REPORT ISSUED ON INNOVATIVE FINANCING MODELS

I CAN MANAGE MY MONEY  
REACHED OVER 1 MILLION PEOPLE

UN 'TECH BANK' OPENS IN TURKEY

RESOURCE EFFICIENCY ANALYSES COMMENCED  
AT ENTERPRISES IN GAP REGION



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# RESOURCE EFFICIENCY ANALYSES COMMENCED AT ENTERPRISES IN GAP REGION

Under the Project Integrated Resource Efficiency in Agriculture and Agro-based Industries in the Southeast Anatolia Region, efficient use of such resources as raw materials, energy, water and soil that directly impact productive sectors as well as such dimensions as climate change, ecosystem services, socio-economic fabric and gender are analysed in a holistic approach. The project is implemented by the GAP Regional Development Administration (GAP RDA) with technical cooperation of the United Nations Development Programme (UNDP).

In the context of cooperation with METU MATPUM and Nature Conservation Centre Foundation, work is undertaken with the engagement of valuable experts who have scientific competence and practical experience in various fields such as agro-economy, agricultural engineering, environmental engineering, industrial engineering, biology, environmental protection, sociology and gender.

Following the field visits, data compilation and survey studies, focus group discussions and working group meetings, a strategic framework and proposals for pilot projects at sectoral level were developed for implementation in the

subsequent phases of the project. In addition, the need emerged to undertake another study across GAP region to quantify and improve the efficiency in resource use in the enterprises operating in agriculture and agro-based industrial sectors. Starting from that, studies commenced to identify, on the basis of measurements and analyses, the loss of efficiency in enterprises in the links that constitute value chains for olive, cotton, corn, wheat, red pepper, Antep pistachios and sheep milk as selected under the project. These studies will be conducted under the cooperation protocol signed with Harran University GAP-YENEV Centre.

The studies of resource efficiency measurement and analyses will be conducted by a large team of academicians and experts of various disciplines on agricultural and industrial enterprises as well as enterprises engaging in logistics and warehousing. Based on one-on-one interviews with enterprises, it is intended to draw up 30 detailed reports to improve resource efficiency. Such detailed reports are to contribute to creating recommendations for support and policies for relevant products.



# REPORT ISSUED ON INNOVATIVE FINANCING MODELS FOR SUSTAINABLE COMMUNITY-BASED TOURISM PROJECTS IN TURKEY



A new report titled “Report on Innovative Financing Models for Sustainable Community-Based Tourism Projects in Turkey” was issued in the context of the project “Capacity Building for Sustainable Community-Based Tourism” implemented by the United Nations Development Programme (UNDP) AND Ministry of Culture and Tourism.

The Report was prepared in order to develop innovative financing models by reviewing the existing financing models for sustainable community-based tourism projects in Turkey and good practices in the world.





Aiming to identify the best ones among the existing financing models for Sustainable Community Based Tourism (SCBT) projects, the Report also lays down how to assess the best financing model. It further provides recommendations for innovative financing models applicable under the current national legislation through surveying the existing international, national, regional and local resources for developing SCBT practices and small-scale tourism investments (grants, loans etc.).

The Report notes that the hardest-to-finance projects are those small- and medium-scale SCBT projects ranging from 100,000 USD to 4 million USD, a segment which the Report names the “Lost Middle”. It underlines that the prime factor in the success of an SCBT project in the “Lost Middle” segment is the existence of a private sector investor. The Report in this context recommends some type of cooperation between the community and private sector named the “Community-Private Sector Partnership”.

The Report informs that the Community-Private Sector Partnership model is the most suitable one that respects the community needs and decisions; and suggests that the introduction of the model will be useful both in early financing of a project and ensuring profitability and sustainability during the entire lifecycle. As a solution to widespread use of investments in sustainable community-based tourism, the Report proposes that the Community-Private Sector Partnership be organised as cooperative where the community cooperates with the private sector investors.

Report on Innovative Financing Models  
for Sustainable Community-Based  
Tourism Projects in Turkey is available,  
click on the photo.







# I CAN MANAGE MY MONEY:

**UNDP AND PRIVATE SECTOR PARTNERSHIP  
CONTRIBUTES TO ACHIEVING  
SUSTAINABLE DEVELOPMENT GOALS**

Under the project “I Can Manage My Money”, one-on-one training was given to more than 1 million youth, entrepreneurs and farmers.

The Project contributes to achieving six of the Sustainable Development Goals. Implemented by a partnership of the United Nations Development Programme (UNDP) and Habitat Association with the support of Visa Turkey and 22 banks, “I Can Manage My Money” has become in its 10th year a project with a wide impact in 81 provinces with 2,000 volunteer trainers. One-on-one training was given to more than 1 million youth, entrepreneurs and farmers.

**The Project supports 6 of the 17 Global Goals through various activities**

Training sessions under “I Can Manage My Money” focus on budgeting, controlled spending, saving, investment, borrowing, financial rights and obligations. Through such training content, the Project contributes to “Quality Education”, “Responsible Consumption and Production” and “No Poverty”. It also supports the “Partnership for The Goals” both by the concerted cooperation among project partners and by the collaboration of 22 banks to enhance financial literacy. All activities under the Project prioritises gender equality. Training is delivered to five segments namely high school students, university students, young adults, entrepreneurs and farmers. Training is delivered in 81 provinces to a wide range of recipients at high schools, universities and a multitude of spaces allocated by municipalities and governorships. The Project thus contributes to “Gender Equality” and “Reduced Inequalities” as well.



## Financial Literacy Map in Turkey

In the context of the project “I Can Manage My Money”, the Financial Literacy and Access Association (FODER) with support from Visa and 22 banks in Turkey mapped out financial literacy in Turkey through the “Financial Literacy Survey in Turkey” conducted last year. Survey results indicate that 70% of the population in Turkey has minimum financial knowledge. Two out of every five persons can save money. Of those saving money, one half reports to be saving against such contingencies as health problems, natural disasters or abrupt loss of employment. Another striking finding from the survey is that individuals take care to act in discipline about repaying their loans. Quantitatively, 83% of the society repays loan instalments on time.

## Financial Literacy Levels

The golden rule of financial literacy is not to spend beyond income. The first step in making a good budget is to regularly write down all expenditures. You can use a notebook for this purpose. Classify your expenditures under categories of domestic, clothing, food, vacation, health, gifts etc. Categorise your expenditures into two main groups: needed and desired. Common sense will guide you. Do not forget that you make the budget for yourself. Be honest to yourself. Make a permanent habit of budgeting. As the survey findings suggest, the Turkish society is categorised into 5 major groups by financial knowledge, attitudes and behaviours namely: Financially Wise, Modest Parents, Thrifty Conservatives, Unplanning Dreamers and Unconcerned Youth.

The Financially Wise, more knowledgeable and ambitious than others on financial matters, constitute the group with highest financial literacy. They make up 22% of the society, are middle-aged, have higher rates of business owners, and higher household income than other segments. They manage their money intelligently, do the saving and expenditures consciously, generally make budgets, and do not default on their payments.

The Modest Parents, accounting for 24% of the society and mostly middle-to-upper age, cut their coats according to their cloth (or in Turkish expression: stretch their feet according to their blankets). They endeavour to make long-term plans for family future and retirement. They prefer not to borrow, never delay payments. The Thrifty Conservatives tend to use their money in a thriftier way. Constituting 20% of the society, they try to think for the long-term and save for the children but their financial circumstances may be challenging. They can only spend for the basic needs, do not have the flexibility to spend unnecessarily.

The Unplanning Dreamers and Unconcerned Youth appear as the segments mostly comprising the youth. Not yet married and

not with children, and with limited income, the Unplanning Dreamers make up 19% of the society. They dream of a wealthy future and are ready to take on risks for that end. But they fail to act in discipline and plan on money matters. Constituting 15% of the society, the Unconcerned Youth have the lowest level of financial knowledge. Without a job and regular income, this group lives for today. They do not make budgets, or save money.

Parhami

Yönetebilirlik



# UN 'TECH BANK' OPENS IN TURKEY, TO HELP POOR NATIONS 'LEAPFROG DEVELOPMENT CHALLENGES'



The United Nations on Monday welcomed a new member of the family, which will help address the development challenges of the world's poorest countries through science, technology and innovation, while also marking a significant milestone for the whole 2030 Sustainable Development Agenda.

"Technology has to diffuse to all communities to enable them to leapfrog traditional development challenges," said UN Deputy Secretary-General Amina Mohammed at the launch of the new UN Technology Bank in the Turkish city of Gebze; about 30 miles southeast of Istanbul, the country's commercial hub.

The idea of establishing a capacity-building institution dedicated to the least developed countries (LDCs) came out of the LDC Istanbul Conference in 2011 and was included in the world's action plan to eliminate poverty when the 2030 Agenda for Sustainable Development was adopted by UN Member States in 2015.

The following year, the UN General Assembly approved the creation of the Technology Bank, which is listed among targets under Sustainable Development Goal 17 on partnership.

Monday's launch of the Technology Bank marks the first SDG target to have been officially reached, among the 169 targets that have been set as part of the 2030 Agenda.

"The creation of the Technology Bank responds to the proposition that science, technology and innovation are essential elements to transform the economies of the LDCs, promote economic growth and enable countries to address their technology gaps and support their economic diversification and productive capacity building strategies," said Fekitamoeloa Katoa Utoikamanu, Under Secretary-General and High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States.

According to Acting Managing Director, Heidi Schroderus-Fox, the Bank is already starting its work in 16 LDCs, with STI reviews and technology needs assessments under way in Guinea, Haiti, Sudan, Timor Leste and Uganda.

Projects aimed at improving digital access to research are also underway in Bangladesh, Bhutan, Burkina Faso, Liberia, Madagascar, Malawi, Mozambique, Nepal, Rwanda, Senegal, Uganda, and Tanzania, she said.



# STRENGTHENING COLLECTIVE PRIVATE SECTOR ENGAGEMENT IN COMPLEX EMERGENCY CONTEXTS THROUGH THE CONNECTING BUSINESS INITIATIVE

UNDP Turkey, TURKONFED, Overseas Development Institute (ODI) and Connecting Business initiative (CBI), under the auspices of Dr. Mehmet Gulluoglu, The President of Disaster and Emergency Management Authority (AFAD) co-hosted a workshop on 26 July 2018 with the participants from private sector and its stakeholder community to learn about private sector engagement in complex emergencies, exchange experiences and provide input for the development of a global Guidance Toolkit on collective private sector engagement in complex emergency contexts. The workshop achieved following objectives:

- Raise awareness of the role the private sector plays in addressing complex emergencies
- Discuss the challenges and opportunities for private sector engagement in Turkey
- Highlight good practices and lessons learnt
- Collect input for the development of a CBI Guidance Toolkit that focuses on collective private sector engagement in complex emergency contexts

The Guidance Toolkit will guide CBI Member Networks (and other private sector networks) in understanding the business case for action, assessing the landscape in which they operate, setting priorities and taking action to support private sector network engagement. The Toolkit will also provide typologies, scenarios, good practices and suggested further reading to sustain constructive and complementary action.

The Connecting Business initiative (CBI), launched at the World Humanitarian Summit in May 2016, aims to transform the way the private sector engages before, during and after emergencies, increasing the scale and effectiveness of the response in a coordinated manner. CBI supports 13 platforms for collective private sector action, connecting them to national government and international crisis management structures, thus enabling private sector resources to be deployed faster and more effectively. One of these networks operates in Turkey and is jointly managed by TURKONFED and UNDP Turkey.



# WHEN THE NEW FACILITIES, VOCATIONAL TRAININGS AND MUNICIPAL SERVICE SUPPORTS MAKE A REGION STRONGER

*The collaboration between UNDP, GAP RDA and the Government of Japan scored prominent results in Southeast Anatolia*

Şanlıurfa and Gaziantep are two provinces in Southeast Turkey where the ratio of Syrians in relation to the local population exceeds 19 percent and the needs of the both population as well as municipal infrastructure are increasing constantly. So are the responses too.

A long-term project named "Strengthening Social Stability in Southeast Anatolia" is funded by the Government of Japan and implemented by the UNDP and GAP Regional Development Administration since 2016 in Şanlıurfa, Gaziantep, Kilis and Hatay, the provinces where the influx of Syrians heavily affected. During the implementation of the project, from the beginning to the end, local institutions, municipalities worked in close collaboration to deliver effectively vocational trainings, social cohesion activities and municipal services supports.

Throughout 2 years, most comprehensive vocational trainings in the region were held for 1,750 people in 33 different fields, 2 waste transfer stations in Birecik, Hatay-another province in the region- were constructed and municipal services and infrastructure were supported in 4 provinces Kilis, Gaziantep, Şanlıurfa and Hatay.

A group of high-level representatives from United Nations Development Programme (UNDP), the Government of Japan, Şanlıurfa Governorship, Şanlıurfa Metropolitan Municipality, GAP Regional Development

Administration (GAP RDA) and Gaziantep Metropolitan Municipality came together to reveal these prominent outcomes of their long-term partnership on 27th July.

As one of the remarkable achievements of the project, in partnership with Şanlıurfa Metropolitan Municipality and municipal enterprise BELTUR, at the "Local Food Production, Freezing and Packing Facility", 10 Syrian and 10 Turkish women were provided with job-trainings and employed after the trainings. Thanks to the production facilities and trainings, trainings on marketing, storage and logistical support, local tastes specific to Şanlıurfa are now being produced more in quantity, in an efficient and hygienic way as well as with the closer goal to be known among international cuisines.

Mrs Irena Vojáčková-Sollorano, UN Resident Representative, Mr. Akio Miyajima, Ambassador of Japan in Turkey, Mr. Viorel Gutu and Mr. Sadrettin Karahocagil, President, GAP Regional Development Administration (GAP RDA), visited the "Hard-working Hands Social Facility of the Municipality", that was established with the support of the project and met with the Syrian and local employees.



## Strengthening both individual and institutional capacities

The facility was one of the various supports of the Strengthening Social Stability in Southeast Anatolia Project that provided vocational trainings in 33 fields on agriculture, service and industry for 1,750 Syrians and locals as well as strengthened municipal capacities and fostered social cohesion in Şanlıurfa, Gaziantep, Hatay and Kilis.

The high-representatives visiting the facility got together with the beneficiaries among which Syrian woman Friyal Şahab defined their experience as “a place where they find an opportunity to produce both delicious goods and friendship”.

At the visit, Mrs Irena Vojáčková-Sollorano, UN Resident Representative said: “Empowering women is empowering the whole society. As UNDP Turkey, we invest in strengthening capacities of both individuals and institutions, in support of the government and close cooperation with local authorities and with the help of our donors”



## A new waste transfer station for healthier environment for over 95,000 people in Birecik, Şanlıurfa

Added to the livelihoods' improving initiatives, as part of the 10,1 million USD project, the multi-sided collaboration helped the infrastructure development, the procurement of required equipment and technical support for the management and future planning of waste infrastructure development in the project areas. With these supports, 3,750,000 Syrians and locals benefit from improved municipal services in in the 4 provinces.

Birecik waste transfer station, has been one of the remarkable achievements to provide healthier environment and better services for increasing population. The waste transfer station was constructed to alleviate the pressure faced by the Şanlıurfa Metropolitan Municipality in waste transfer collection and management.

The high-level representatives participated in the inauguration ceremony in Birecik where the waste transfer station will facilitate efficient transport of 70 tons of solid waste per day for over 95,000 people living in the district. Out of solid waste transferred MW/h electricity will be produced that can power as many as 2,00 homes. Together with the vehicles delivered, the municipality's capacity for efficient transfer of solid waste was significantly increased.

## Gaziantep Metropolitan Municipality's urban infrastructure and public services made more secure with vehicles' support

Besides the solid waste management and consultancy supports, the project helped strengthening the capacities of metropolitan municipality of Gaziantep to respond to the increase in demand for public services. Since the population increase in Gaziantep has put an extreme strain on existing facilities, making providing public services by the provincial administrations an important challenge to respond. Therefore, within the scope of the project, 9 vehicles were delivered to Gaziantep Metropolitan Municipality that hosts over 390,000 Syrians which is 19,46 % of the city's population.

The vehicles delivery ceremony was held in Gaziantep, with the participation of Mrs Mayor, Fatma Şahin, Mr. Sadrettin Karahocagil, GAP RDA President, Mr. Akio Miyajima, Ambassador of Japan and Mrs Irena Vojáčková-Sollorano, UN Resident Representative.

At the ceremony, Mrs Irena Vojáčková-Sollorano, UN Resident Representative said “As the Syrian population increased, the needs of both Syrian and host communities call for longer term, durable solutions. With our supports, the city and its people are now feeling more secure. We joined our forces with our partners and donors for leaving no one behind”

## A new joint project will foster business development

In the region of provinces most affected by the influx of Syrians, further projects will continue to be funded to strengthening the livelihood opportunities, municipal infrastructures and social cohesion for and among Syrians and host communities. UNDP, FAO and UNHCR will work in close coordination to deliver effective and sustainable results in the new initiatives to build upon the achievement of the efforts so far. FAO will also support the BELTUR Facility and economic and social empowerment of women with the new project through vocational trainings.

As a part of the joint project, funded by the Government of Japan, UNDP will be working to foster enterprise development and inclusive business initiatives and developing institutional capacities of the Syrian and local enterprises in the region. Şanlıurfa Technopark will be in specific focus on delivery strategy, practical business models and facilitation of submission of new business initiatives and start-ups.





## VACANCIES FROM UNDP IN TURKEY

Intern for the Business Call to Action

Logistics and Programmatic support consultant

ICT Associate

Research Intern

Digital and Social Media Intern

UNOCHA - Cleaner (Turkish Nationals Only)

Information and Communication Technologies (ICT) Intern

Human Resources (HR) Intern

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