

JUNE 2018 -ISSUE: 150

UNDP Turkey Monthly Magazine

# NEW HORIZONS

## RESILIENCE

A NEW PROJECT TO STRENGTHEN SYRIANS AND  
HOST COMMUNITIES IN TURKEY

GOLDEN COMPASS  
PRIZES AWARDED

FINANCIAL LITERACY  
TRAINING FOR  
1 MILLION PEOPLE

MEETINGS FOR  
SOLUTIONS TO  
PROBLEMS STARTED

# INDEX

Meetings for Solutions to Problems	2
New Project for Resilience	4
Golden Compass Prizes Awarded	14
Total Factor Productivity Pilot Projects	16
White Paper About to be Completed	17
Financial Literacy Trainings	18
Trainings for 2030 Agenda	22
Achievement Award in Anatolia Awarded to Büşra Çelik	24

Click on the icons to follow us on social media



Cover Photo: Mustafa Bilge Satkın



# sorunlara çözümler buluşması

surdurulebilirlik  
adimlari.org



TEMA

## “MEETINGS FOR SOLUTIONS TO PROBLEMS” MAKE A START DISCUSSING SUSTAINABLE DEVELOPMENT GOALS

*Serving as a communication and interaction platform on sustainability, Sustainability Steps held the first of “Meetings for Solutions to Problems” with UNDP support to discuss developments in this area, and improve inter-institutional cooperation.*

Participants at the Meetings for Solutions to Problems organised by the Sustainability Steps with UNDP support and hosted by the Impact Hub shared the works undertaken on sustainability, discussed that institutions get together to share experience and generate joint projects. The Meetings for Solutions to Problems brought together social entrepreneurs, civil society organisations, private and public sectors to hear inspiring works and good practices on Sustainable Development Goals, and exchange ideas and experience.

The first of the Meetings for Solutions to Problems to focus on a Sustainable Development Goal every month was held on May 15 International Climate Day with the participation of various stakeholders focusing on SDG 13: Climate Action. The first event of the series brought together all relevant parties focusing on what institutions did on Climate Action to date, and enabled participants to discuss developments and new opportunities. Aiming to bring together various institutions working for a sustainable future, the Meetings for Solutions to Problems will serve as a significant platform for cooperation.

Speakers at the meeting included Mr. Nuri Özbağdatlı, UNDP Turkey’s Portfolio Manager on Climate Action and Environment; Mr. Fatih Demiray, Arçelik’s Manager for Regulations and Compliance; Mr. Olcay Silahlı, Founder of Fazla Gıda; Mr. Barış Doğru, Editor-in-Chief of İklim Haber; and Ms. Özgül Erdemli Mutlu, Head

of Department for Environmental Policies and International Relations of TEMA Foundation.

UNDP Turkey’s Communications Officer Faik Uyanık said: “Meetings for Solutions to Problems aim to bring together regularly and on various themes all the parties who seek solutions to problems, develop good practices and generate ideas on the way to achieving sustainable development in Turkey. These meetings offer an exemplary discussion and learning platform for 17 Global Goals including action on climate change, fighting poverty and inequalities, gender inequality, and promoting responsible consumption and production.”


Mr. Emrah Kurum, a founder of Sustainability Steps, expressed his happiness on initiating the Meetings for Solutions to Problems and said: “A long term objective of these meetings is to inform all participants of the inspiring work undertaken by institutions for Sustainable Development Goals as well as pioneer the creation of a platform which will promote communication among all parties. I am grateful to UNDP Turkey for valuable support and contribution to the event, and to Impact Hub for hosting the event. I truly wish that the Meetings for Solutions to Problems, which we have designed for all who are responsive to the environment and society, wish to work and generate projects on the issues, be productive and useful to all participants.”

**EU AND UNDP  
INITIATE A NEW  
PROJECT TO  
STRENGTHEN  
SYRIANS AND  
HOST  
COMMUNITIES IN  
TURKEY**




*The new action focusing on job creation, municipal services and Turkish language trainings is supported by the European Union.*

The European Union and the United Nations Development Programme agreed to join forces to strengthen the economic and social resilience of Syrians, their host communities and relevant national and local institutions in Turkey. The two year programme will focus on job creation, municipal services and Turkish language trainings in 11 provinces of Turkey.

A narrow, cobblestone street in an old town. A man is riding a motorcycle away from the camera. The street is flanked by old, weathered buildings. A Turkish flag hangs from a building on the left. In the background, there is an archway leading to another street. The scene is captured in a cinematic style with soft lighting.

With the new programme 2,000 Syrians and host community members are targeted to be employed; 1,000 Syrians and host community members will be supported in terms of innovation and business development and 52,000 Syrians benefit from adult language skills training. For the municipal services, the programme will develop waste management and waste water management facilities and infrastructure and support firefighting capacities of cities. Three municipalities will be supported in terms of increased technical capacities to deliver municipal services. Overall more than 307,000 Syrians in Turkey and host community members will benefit from improved municipal services through the project.

A man in a red shirt is looking down at a large white sack in a dimly lit room. The room has a textured wall and a window with metal bars in the background. The lighting is warm and focused on the man and the sack.

Activities under the project will be implemented in bordering provinces of Gaziantep, Hatay, Şanlıurfa and Kilis; as well as some other major cities of Turkey like Izmir, Bursa, Adana, Konya, Mersin and Manisa. The implementation of the project started on 1 February 2018.

The UNDP Turkey Resilience Project in response to the Syria Crisis (TRP) is supported by the EU Regional Trust Fund (EUTF) in response to the Syrian crisis with 50 million EUR. The Trust Fund overall has a volume of more than 1 billion euros. *"Our objective is to provide a coherent and reinforced aid response to the Syrian crisis on a regional scale, responding primarily to the needs of refugees from Syria in neighbouring countries, as well as of the communities hosting the refugees and their administrations, in particular as regards resilience and early recovery."* said Ambassador Christian Berger, Head of EU Delegation in Turkey.

In addition to MADAD Fund, the Facility for Refugees in Turkey, with a total commitment of 3 billion euros, provides for a joint coordination mechanism, designed to ensure that the needs of refugees and host communities in Turkey are addressed in a comprehensive and coordinated manner.



As of April 2018, Turkey hosts over 3,5 million Syrians under Temporary Protection. Syrians are mainly located in the Southeast Anatolia region bordering Syria, but as the crisis continues, the population has expanded to other regions as well. Turkey hosts the largest refugee population in the world and has demonstrated strong national ownership of the response. According to the Government of Turkey, it spent 30 billion USD over the last 6 years on the response to the Syria crisis.

91% of the Syrians in Turkey live in urban areas concentrated in the South-eastern provinces and the metropolitan areas of İstanbul, Ankara, İzmir and Bursa with significant impact on the local labour markets. The influx of Syrians into Turkey has resulted in an unprecedented demand for municipal services, including waste management, waste water management and fire-fighting services. Language is one of the main constraints for Syrians to have access to employment opportunities in Turkey.

UNDP has been the only UN agency in Turkey so far providing direct support to municipalities on municipal services, including waste and waste water management, both in terms of physical infrastructure development and technical support. UNDP support provided under previous projects, focussed primarily on the provision of equipment and infrastructure development. The new project expands these efforts by including new municipalities, a broader scope of municipal services and technical support.

UNDP, with funding from the EU, has provided language skills training for Syrians under previous projects. The new projects allow for a significant scale up of those efforts with a blended learning approach composed of in-classroom and online learning programme. The new project will also support access to the labour market for women and youth, contributing to their socio-economic empowerment.

*“This newly signed project will be a part of UNDP’s ongoing Syrian Crisis Response and Resilience Programme, currently funded by the Government of Turkey, as well as Governments of Japan and Kuwait, US BPRM, KfW and the EU-Instrument for Stability.”* said Claudio Tomasi, Country Director of UNDP in Turkey. *“This programme so far included support to municipalities for service delivery including waste management, livelihoods support such as vocational training, the establishment of vocational training centre, value chain development as well as support on social cohesion and protection. The programme strongly builds on our longstanding work in the Southeast Anatolia region on social and economic empowerment.”*

UNDP co-leads the coordination of the Regional Refugee and Resilience Plan (3RP), including in Turkey, together with UNHCR. The Plan’s partners include UN agencies, Government and local partners as well as NGOs. The new EU funded project is designed in complementarity with this plan, with a particular focus on interventions in the sectors of livelihoods and basic needs. The overall programme is based on UNDP’s resilience based development approach which aims to reduce vulnerabilities and contribute to individuals, communities, local institutions to be able to cope with and recover from the large influx of Syrians under Temporary Protection.

The TRP project will be implemented by UNDP Turkey in collaboration with the Ministry of Science, Industry and Technology, İbank and the Ministry of National Education. The main stakeholders of the project are local host and Syrian communities, local and national authorities of respective target municipalities, local and national CSOs.



## 17TH GOLDEN COMPASS PRIZES AWARDED

*Marking its 46th year in the communications sector, the Turkish Public Relations Society (TUHID) awarded the 17th Golden Compass Turkish Public Relations Prizes in a ceremony attended by over 400 participants. The annual UNDP Special Prize was awarded this year to Borusan Holding for its work on sustainability.*

The Golden Compass Award Ceremony was attended by the leading personalities of development and business including Mr. Claudio Tomasi, United Nations Development Programme (UNDP) Country Director, award jury members, and more than 400 persons including representatives of the public and private sectors, press and public relations professionals, academicians and young communicators.

Delivering the opening remarks at the ceremony, Ms. Gonca Karakaş, Chair of TUHID Executive Board, stated that the communications was one of the sectors most rapidly affected by digitisation. She emphasized that they, as TUHID, not only would be part of the digital transformation, but also endeavoured to lead it. Noting that communications had a unifying power, Karakaş said: "We undertake our work selflessly as those who believed in the unifying power of communications. In your high presence, we thank everyone who support us in this endeavour."

Mr. Claudio Tomasi, UNDP Country Director, said in his opening remarks: "Sustainable Development Goals are

promise to the people and to the planet to be kept before 2030. I believe that promise is to be fulfilled by everyone, but private sector must have a leading role, coming up with good examples and paving the road for others. It is very exciting to see that it is exactly what's happening here today. Therefore, this award is very special for me and for UNDP. Companies, not just the winners, but every company which are considered for the award are showing us a glimpse of the future, a sustainable future for everyone."

Of more than 200 applicant projects, 34 awarded prizes

Hundreds of projects applied in 17 main categories and 17 subcategories for the 17th Golden Compass Turkish Public Relations Prizes; 34 were awarded prizes. In addition, the UNDP Special Prize was awarded for the seventh time.

Borusan Holding won the "UNDP Special Prize" awarded seventh time this year in cooperation of TUHID and UNDP.

## PILOT PROJECTS ON TOTAL FACTOR PRODUCTIVITY CREATE DIFFERENCE

Implementations towards different areas of great economic importance are being carried out within the scope of the Total Factor Productivity Project, which has launched in 2015 and is being implemented to define the obstacles in front of economic efficiency and to determine the solutions.

### "A breakthrough in the sector"

"Digital Supply Chain Conceptual Design", one of the projects within this frame, has received great interest and support in the related circles. Interviews were held with a stakeholder group consisting of apparel companies, supervision firms, logistics companies, accessory companies and preliminary research was carried out for the software in the scope of this Project. The interviewed stakeholders shared the idea that planning would be a breakthrough in the sector if it is realized.

### Software support for design

Another Project following the previous one is "Apparel Digital Value Prototype Study". Under the ongoing project, negotiations are being held for software and opinions are

received on the experiences of experienced companies in the field. The prototype software designed within the scope of the project will model and operate the stakeholders and the situation in which they act in line with the design.

### A self-evaluation tool for SMEs

One of the other pilot projects under the scope of the TFV Project is "Road Map on Carbon Fiber". The four working groups established under the project are continuing their activities. The activities of "Quality Measures Priorities and Self-Assessment Tool Developing for SMEs" have been completed and improvements are being made during the test phase. Following these improvements, handbook will be prepared and delivered to interested institutions.

"Support to Development of a Policy Framework for Total Factor Productivity in Turkey Project", which is financed by the EU and the Republic of Turkey, is being implemented by the Ministry of Development and the UNDP.

## WHITE PAPER ABOUT TO BE COMPLETED

The White Paper is about to be completed within the scope of the Total Factor Productivity (TFP) Project, which is being implemented to define the obstacles in front of economic efficiency and to determine the solutions.

The preparations are about to be finalized for the first version of the White Book, which is the final output and constitutes the final policy framework to be reached at the end of the Project,

### From Green Paper to White Paper

The Green Paper, which is a consultative document and opened to suggestions on the project website (<http://tfvp.org/yesilkitap/>), was created to take the views of stakeholders for the design of the White Paper. During the consultation process for the Green Paper, 8 chambers of commerce were visited across Turkey. In addition to this, all stakeholders from the public and private sectors were reached both at the International Conference on Total Factor Productivity and via e-mail afterwards.

### Draft White Paper is ready

With the inclusion of the data obtained from these studies, the White Paper is shaped as a draft. The feedback process will continue through this draft until September 2018. The draft White Book study will be concluded with a Scientific Committee meeting after all comments are received.

# FINANCIAL LITERACY TRAINING FOR 1 MILLION PEOPLE

Approximately 1 million people were provided individual training under the financial literacy and budget management project "I Can Manage My Money" scaled up to all provinces of Turkey in 9 years. Extending to a vast area of impact through 1,900 volunteer trainers, the project contributes to 6 Sustainable Development Goals as well.

Having spread across all 81 provinces of Turkey, the financial literacy and budget management project "I Can Manage My Money" successfully continues for 9 years. The beneficiaries exceeded 982,000 in

number who received training on skills of budgeting, understanding financial concepts and using financial products correctly.

"I Can Manage My Money" was initiated in 2009 in 17 provinces with 58 volunteers as a project implemented by the United Nations Development Programme (UNDP) in partnership with Habitat Association and with support from Visa Turkey and 22 banks. Today it has a vast area of impact in 81 provinces with 1,900 volunteers. In 9 years, approximately 1 million people were provided individual training.

## Contributes to development

Focusing on budgeting, expenditures, savings, investment, borrowing, financial rights and obligations, the training is delivered to five segments namely high school students, university students, young adults, entrepreneurs and farmers. One-on-one training is supported by online training. Through actively used Twitter and Facebook accounts involving 305,000 followers, an average of 1.5 million interactions occur per month. Mobile budget and savings application aims to increase the inclusiveness of the project. The application was downloaded by nearly 93,000 smart phone users.

"I Can Manage My Money" contributes to 6 Sustainable Development Goals by its overall objective, target audience, training content and partnership structure. The project by its training content contributes to the Goals "Quality Education," "Responsible Consumption and Production," and "No Poverty."

Implemented by UNDP and Habitat Association in cooperation, with support from 22 banks, "I Can Manage My Money" supports the Sustainable Development Goal "Partnership for the Goals" through harmonious cooperation among project partners and alliance of 22 banks to increase financial literacy.

## They will manage their budgets correctly

Stating that developing the youth's skills in managing financial resources in the sustainable development process will contribute significantly to the national economy, President of Habitat Association Mr. Sezai Hazır added: "We provide financial literacy to the youth everywhere we can reach them out. Based on the thinking that youth who manage their money can also correctly manage their lives, we aim that young people who achieve their goals more easily can take larger part in socio-economic life. We deliver financial literacy training to KOSGEB trainees for entrepreneurship. It is important that youngsters who are at the beginning of their entrepreneurship venture can ensure financial sustainability for their enterprises. We help young entrepreneurs manage the finances of an enterprise, draw up financial statements, and read such statements correctly to make correct plans for their ventures. Sustainable agriculture is one of the top agenda items for the future 10 years in the area of sustainable development. We prepared a special content for farmers to manage their financial resources more accurately. Based on this content, we provide training at village coffeehouses, village halls, fields and village squares."

### Provides multi-dimensional benefits

Mr. Hansin Doğan, UNDP's Strategic Cooperation and Private Sector Programme Manager, expressed that the project contributed to the Sustainable Development Goals on multiple dimensions and said: "It has been a model project for the goals on fighting poverty, achieving high quality education, equality, responsible consumption and production, and partnership for the goals. Persons who are aware of own rights, participate in economic activity as productive individuals, and develop skills of using financial instruments and products to own benefit improve the well-being of both themselves and their environ, and contribute to creating the basic infrastructure for robust economic development. The project, through the support of more than 1,600 volunteers, not only enabled hundreds of thousands of people to manage their personal budgets more intelligently, but also contributed to the development of relevant public policies."

### Financial knowledge rate reached 70%

Noting that surveys revealed that minimum financial knowledge rate reached 70% in Turkey, Mr. Serkan Ülgen, Yapı Kredi Bank's Assistant General Manager, said: "The work undertaken by the public and private sectors for sustainable financial development has great impact on this rate. "I Can Manage My Money" has become a source of pride for our sector as a social responsibility project with 22 banks in alliance. As Yapı Kredi, we are glad that this project has solidly contributed to increasing financial literacy in our society. Through volunteer work and cooperation with public institutions and ministries, 982,000 people were reached out to date in 81 provinces with 1,919 trainers. Studies showed that training recipients changed their financial behaviours and competencies such as budgeting, correct calculation of impact of inflation on income, and savings. Particularly the fact that 81% of the programme beneficiaries said they started to make own budgets is a proof that project has been successful."

### Mobilisation created change

Indicating that "I Can Manage My Money" spread across 81 provinces, reached 1 million people and created change, Ms. Merve Tezel, Visa Turkey General Director, said: "We see through our impact analyses that the training considerably improves financial knowledge and competencies of individuals. Looking at the financial literacy level in Turkey, we see that awareness and knowledge were built on financial literacy. All these results demonstrate that creating change is possible. Work undertaken by the public and private sectors have great impact on improving financial literacy; big distance has been covered through, say, a mobilisation. We pioneered a change in the society through this venture we started 9 years ago. We created this change collectively with our banks, partners and volunteer young people who delivered the training in 81 provinces. Our objective for the immediate future is to further scale up by including those segments who need training on financial matters. I truly thank our business partners, our banks which displayed an exemplary sectoral mobilisation, and our young people."

### International certification for training

The training content of "I Can Manage My Money" was approved by the Child and Youth Finance International (CYFI) which worked

across the world to increase the financial literacy of children and youth. The assessment was made against the international standards set by the CYFI Education Working Group composed of representatives from such international organisations as UNICEF and OECD, civil society organisation and trainers. The training under "I Can Manage My Money" was assessed in terms of both content and training methods, and awarded this important certification.

### Training for farmers

Last year, financial training was initiated for farmers. Training includes managing separately individual budget, family budget and business budget; keeping regular records of expenditures; savings, investment, correct borrowing and protection against risks. Training is delivered voluntarily by students in agriculture faculties, employees of provincial and district directorates of food, agriculture and livestock, employees of chambers of agriculture and farmers. More than 104,000 farmers were delivered individual training in 1,706 villages in 59 provinces. It is aimed to reach out 130,000 farmers by the end of 2018.

# TRAINING ON SDGS AND THE TRAINING ON RBM FOR THE 2030 AGENDA

Turkey has been one of the biggest advocators of the global development agenda and the global development goals starting from the adoption of the Millenium Development Goals (MDGs) in 2000. This strong advocacy increasingly continued with the adoption of the 2030 Agenda for Sustainable Development and the introduction of the Sustainable Development Goals (SDGs) in September 2015. The UN system in Turkey has been closely working with the Ministry of Development (MoD) as they are the core partner in terms of implementing the 2030 Agenda and the SDGs in Turkey and especially of integrating the SDGs into national development planning. It is indispensable that all the stakeholders should be at the same level of knowledge and awareness for the sake of coherent and effective implementation of the 2030 Agenda. Therefore, as per the request of the Ministry of Development (MoD), the UNCT decided to organize a training on the Sustainable Development Goals (SDGs) on 28-29 May 2018 in order to increase the level of awareness of the focal points in the line ministries and various other stakeholders including governmental institutions, CSOs, private sector and academia. Around 120 staff from different stakeholders will be participating to the training and they will be equipped with a better understanding of the 2030 Agenda

including the Sustainable Development Goals and their relevance in the context of Turkey.

Undubitably, monitoring and reporting on SDGs is one of the biggest challenges in countries. In order to develop the capacity and the knowledge on monitoring and reporting for the SDG implementation, the MoD also requested a Results Based Management training for the staff from MoD and Turkstat, which are the main coordination agencies for the 2030 Agenda in Turkey. The training on the RBM will be subsequent to the training on SDGs and take place on 30-31 May 2018 with the participation of 40 experts from these agencies.

Both of the trainings will be provided and led by experts coming from the United Nations System Staff College in Bonn, Germany. By the end of the 4-days training, it is envisaged that the knowledge and level of awareness of the line ministries and various stakeholders will have increased and the MoD and the Turkstat will have been able to utilize the tools of RBM in the implementation, monitoring and reporting processes of the SDGs in Turkey.



## "ACHIEVEMENT AWARD IN ANATOLIA" AT THE WOMEN ENTREPRENEURSHIP SUPPORT SUMMIT WAS AWARDED TO BÜŞRA ÇELİK

*The Women Entrepreneurship Support Summit, where women who inspire the community with their entrepreneurship share their success stories and experiences, was held on Saturday, April 28th, at MEF University Maslak Campus, with the main theme of "Women's Role in Economy", with the participation of approximately 200 people, consisting mainly of female listeners. Büşra Çelik, UNDP Turkey Local Socio-Economic Development Sector Project Officer, was awarded with the Achievement Award in "Creating Value in Anatolia" category with "Future is in Tourism" Project.*

Leading names of the world of business, politics, civil society and media met at the Women Entrepreneurship Support Summit which is held for the first time this year by New Pursuits Initiative Platform Association (Yeni Arayışlar Girişimi Platformu Derneği - YAPDER) with the contributions of Sariyer Municipality, MEF University, Daikin and Hepsiburada.com. Women Entrepreneurship Support Summit started with the opening speeches of Nil Yıldızalp, Chairman of the Activity Committee, and of Celal Toprak, Chairman of the EGD and YAPDER. During the summit participated by Rector, Prof. Dr. Muhammed Şahin, who hosted the Women Entrepreneurship Support Summit in Maslak Campus of the MEF University, Mr. Şükrü Genç, Mayor of Sariyer, who is the supporter of the Women Entrepreneurship Support Summit, and many invited guests; achievement awards were presented during the ceremony to encourage the women who were a role model for the community and who inspired others.

During the awards ceremony that was carried out under the scope of Women Entrepreneurship Support Summit, Büşra Çelik, UNDP Turkey Local Socio-Economic Development Sector Project Officer, was awarded with the Achievement Award in "Creating Value in Anatolia" category with "Future is in Tourism" Project. Ms. Çelik has been inspiring young people and women with her task in the "Future is in Tourism" project that serves for opening a place for tourism as an alternative means of sustainable development in Turkey and for promoting entrepreneurship in this field.

During the Women Entrepreneurship Support Summit; awards were presented in the following categories: Creativity, Social Entrepreneur, Project Development, Tourism, Climate Ambassador, Value Creation in Anatolia, Success in Management, Civil Society, Communication, Women Politician, Humanitarian Development, Value Added Abroad, Corporate Social Responsibility, Leading, Role Model, Contribution to the Society, Specialization, Branding and Environment.

## VACANCIES FROM UNDP IN TURKEY

Project Clerk

Project Manager

Admin and Finance Officer

United Nations HHD Planetary Health Intern

Internship on Programme Management Support (2 internship positions)

Environmental Finance Associate

Programme Assistant

Project Manager

Software Specialist(s)

Network Security Specialist

Communications and Research Intern

Communications and Outreach Intern for UN Volunteers

Editor: Faik Uyanık

Assistant Editor: Ömer Kavuk

Design: Bikem Ahıska

Reporters: Bora Akbay, Deniz Tapan, Kıvanç Özvardar

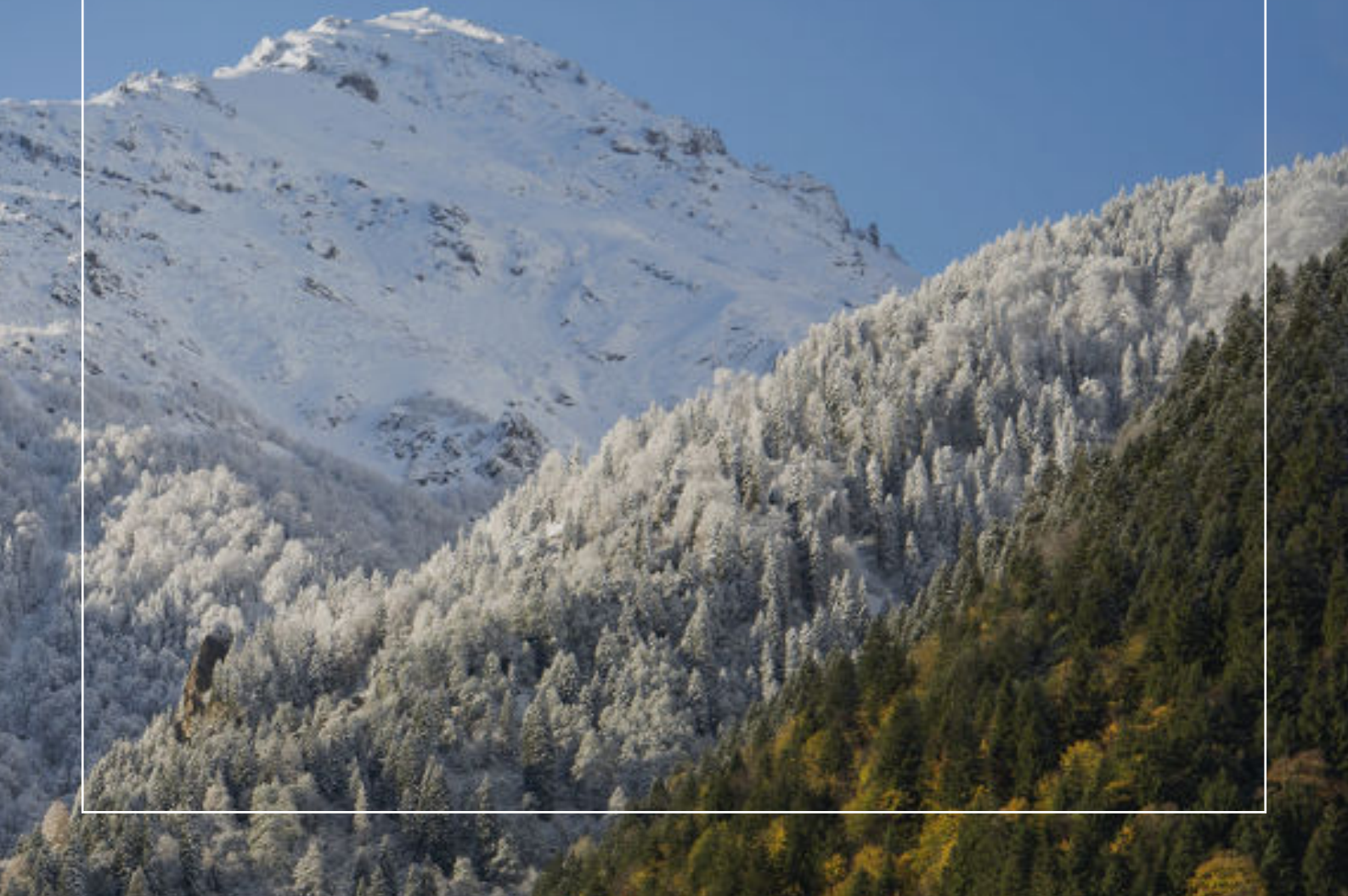
© 2006-2018 UNDP Turkey

All rights of New Horizons are reserved to UNDP Turkey. Any use of information should be accompanied by an acknowledgment of New Horizons as the source citing the URL of the article.

Editor: Faik Uyanık  
Assistant Editor: Ömer Kavuk  
Design: Bikem Ahıska  
Reporters: Bora Akbay, Deniz Tapan, Kıvanç Özvardar

© 2006-2018 UNDP Turkey

All rights of New Horizons are reserved to UNDP Turkey. Any use of information should be accompanied by an acknowledgment of New Horizons as the source citing the URL of the article.







U N  
D P

*Empowered lives.  
Resilient nations.*