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COMMUNICATION ON PROGRESS REPORT

2011 Period

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Message from the President

Celebrating its 22nd year in the industry, Bersay is one of the longest established groups of communication companies in Turkey. As the new President of the Board, I'm proud to have completed my 20 years of working experience at Bersay. Contrary to its deep roots in the history of communications in Turkey, I believe Bersay is still a very young, constantly learning and continuously progressing organisation.

Since signing the UN Global Compact protocol in 2007, together with our improvements in the organisational structure in line with 10 principles, we took many steps for bringing both Bersay and the communication practices in Turkey to a much higher level.



Among them, comes first the Bersay Communications Institute (BIE), Turkey's one and only communications institute which I took the chance to be among the founders in 2008 and which all Bersay Communications Group employees are proud to be a part of. We enjoy developing ourselves professionally, deepening our world view and having fun at the numerous events, conferences, workshops and exhibitions that are held at BIE, as well as providing scholarships with its profits to communications master and doctorate students.

In 2011, we pushed the button to initiate the first Corporate Perception Index of Turkey at BIE. Together with our solution partners that focus on perception researches and media analysis, we developed a new perception research model for our clients in order to enable them to compare themselves with their major competitors in a shorter period of time, with a relatively low budget. This is complementary to our Communications Engineering model that we have started during the previous year, in which we take measurement as a part of every phase of the communications planning.

It is my pleasure to present you our corporate responsibility activities for the year 2011 and declare our commitment to UN Global Compact principles once more with this report.

Arin Saydam
President of the Board

About Bersay Communications Group

Having its roots from the Bersay Communications Consultancy established in 1990, Bersay Communication Group was founded in 2005 to meet the communication needs of its clients from a single source through integrated solutions approach.

Together with Bersay Communication Consultancy, the Group is comprised of Saydam Communication and Event Management, Kesisim Publishing and Design Studio, Dortok & Bersay Health and Wellness Communication, and Bersay Communication Institute.

Bersay Communications Group is a member of Ketchum, one of the leading global communication consultancy networks.

Why we participated to UN Global Compact

As Bersay Communications Group, we have joined UN Global Compact in 2007 depending on our vision of taking corporate responsibility at the heart of all business practices. We not only conduct our business fully in line with Global Compact's main principles, but also encourage our clients to transform their practices accordingly. We are among the pioneers in the Turkish communications industry in bringing the international service standards as well as adopting the universal principles.

Progress after participation

After signing The Global Compact on 13th of December, 2007, we have put all our efforts in the spread of the 10 principles of UN Global Compact together with our ecosystem including our employees, clients and solution partners. We believe we have created in-depth awareness among our stakeholders on conducting business in a more responsible manner and about the main principles of Global Compact.

Progress after participation

After signing The Global Compact on 13th of December, 2007, we have put all our efforts in the spread of the 10 principles of UN Global Compact together with our ecosystem including our employees, clients and solution partners. We believe we have created in-depth awareness among our stakeholders on conducting business in a more responsible manner and about the main principles of Global Compact. We're also keen on fulfilling the GRI indicators that are in line with the Global Compact principles.

In 2011, our major contribution to communications sector was Turkish Corporate Perception Index. We also became a corporate member of TEID (Turkish Ethics and Reputation Society).

Our Mission

Creating value for our clients locally, nationally and internationally through communication solutions that rely on knowledge and creativity, and effective application services; thus contributing to the development of the industry.

Our Vision

To be the most influential communications group of Turkey in the national and international markets, by integrating the universal understanding of communications with local culture and values through our expertise.

Our Values

- We are proud and excited to be a member of Bersay Communications Group,
- We believe in the power of knowledge and creativity,
- We believe in continuous development and innovation,
- We understand the differences and respect them,
- We act socially responsible,
- We understand local and universal values, and the relation between them, and develop our intellectual capital accordingly,
- We believe in “growing together” with our clients and industry.

Companies that create their own corporate values upon the traditional values of their society and place these values in the heart of their corporation can transform both themselves and the world. What makes corporations stronger and provides them with competitive edge is their strict loyalty to these values. When determining our corporate value system, we as Bersay Communications Group believed that it should re-define, re-interpret and re-direct the deep-rooted value system inherited from the ancient history of Turkish society.

For Bersay, this value system is the guide for every decision taken by the corporation and its employees. Bersay is essentially human-centered, and its corporate structure is human oriented. Guided by the principle that the employees are its “assets”, Bersay conducts all its business, relations and communications processes in accordance with the human values that are part of its corporate value system.

Bersay Communication Group employees establish relationships with their clients that depend on mutual understanding of each other regardless of different world views and life styles.

Bersay Communication Group employees:

- Fully understand their clients’ needs and attributes,
- Have highly efficient communication skills,

- Are team players and team builders,
- Possess good planning and problem solving skills,
- Have excellent project management capabilities,
- Love learning continuously, motivate and influence each other.

Service Approach

We adopted “integrated communications” approach to offer various communications disciplines (Consultancy, Public Relations, Event Management and Organization, Corporate Publishing, Advertising and Design, and Training) from a single source.

Bersay Communication Consultancy was established in 1990 by industry pioneer Ali Saydam. Always attempting to raise the quality standards in the communication industry, Bersay is a member of ICCO (International Committee of Public Relations Consultancies Association) and IDA (Communication Consultancies Association), its representative in Turkey. Bersay became the first company in Turkey in 1999 to receive ISO 9002 certificate in the communications industry.

In order to realize the business objectives of its clients, Bersay strategically plans, manages, and applies the communications within the Reputation Management framework. With its result-oriented communications approaches and solutions, Bersay provides its clients the opportunity to be unique and supports them in gaining competitive advantage.

Providing services to leading companies in Turkey and around the globe for more than twenty years, Bersay Communication Consultancy develops evaluation models on how communications activities contribute to the businesses of its clients.

Services

1. Consultancy Services (Communication Engineering)

Strategic perspective of communications is based on a five-stage process that includes the following steps: analysis, planning, implementation, measurement and evaluation.

Within the framework of Bersay's proprietary Communication Engineering approach, measurement now becomes an integral and integrated element of each of the other stages. This approach encompasses output (e.g. media coverage) as well as outcomes related to business objectives (purchasing trends, perception management, etc. in the target demographic) and is the foundation in every step of the planning and implementation stages. Previous communication performance is analyzed and the measurable performance criteria of future communication proposals are defined. By these, every detail of communication strategy is measured down to the micro criteria.

This approach ensures that right strategy, appropriate planning and efficient implementation takes place. It adds more communication value to clients/brands. Analyzing the results at every stage, along with highly effective management of the return on the communication investment, provides our clients with an advantage: maximizing limited resources of money, time and human resources.

Below are the services provided under Consultancy:

- Strategic Communications Planning
- Leadership Communication Planning
- Investor Relations Management
- International Projects Consultancy
- Corporate Responsibility

2. Applied Communication Solutions

- Media Relations
- Marketing Communications
- Issue Management
- Crisis Communications
- Sponsorship Projects Communication
- Internal Communications
- Event Management
- Financial Communications

3. Online Communication Consultancy

Social networks are increasingly becoming more and more important for companies and brands. However, short history of online communication is full of failures of brands that take this discipline only in terms of creative digital marketing projects. Bersay Consultancy is committed to managing corporate and brand perceptions through not only strategic planning but also online networks. We conduct detailed analysis and reporting over the online data of our clients and create strategies based on these analyses.

- Online Communications Management
- Online monitoring
- Project Creations and Management
- Blogger Relations Management

Established in February 2005, Saydam Communication and Event Management offers expert services in the areas of communication management, event management, design and application services. Saydam is a member of both ICCO and IDA.

Services

1. Communication Management

- Reputation Management
- Leadership Communications
- Brand Management
- Marketing Communications
- Crisis Communications
- Issue Management
- Internal Communications
- Sponsorship Management
- CSR Communications
- IPO Communications
- Media Relations
- Content Consultancy

2. Event Management

Event and Concept Consulting: Event design, planning and application consulting; events for brand recognition; marketing events; in-house communication events; events for sales improvement; sponsorships relations management

Event Applications: New product and project launches; VIP events; press conferences; dealer meetings; internal communication activities; sales and motivation meetings; press trips; congress and seminars; road shows; concerts; show groups organizations; performer, celebrity and announcer organizations; product promotion activities; fair and exhibition stands; competitions

Production Services: Stage/stand/showroom design and production; space decoration; branding activities; sound, video and lightning systems; technical equipment and office systems; digital printing materials; video / animation / documentary / trailers; custom design and production giveaways; promotion materials; graphically designed and printed materials;

Logistic Services: Delivering invitations and RSVP follow up; team organization

(cleaning, catering, hostess, security, animation etc.); camera and photo shooting; transfer and transportation services; shipping services; direct posting services.

3. Design & Application Services

Corporate Identity: Corporation/brand name works, logo design, slogans, determining the design standards of all kinds of printed materials and creating corporate identity manuals.

Interactive Solutions: Creating the content of website, mailing and flash animation works, design and software of those.

Corporate Introductory Film: Writing scenario of corporate introductory films, production and post-production works.

Press Campaigns: Design of newspaper and magazine advertisements; preparing radio spots and TV advertisement films; and media purchasing.

Outdoor: Designing and renting of billboard, megaboard, racket, on-car and on-wall advertising etc.

Promotion works: Creating and producing of promotion materials that are suitable for all kinds of projects.

Printed promotional materials: Creating, designing and producing of all kinds of printed promotional materials like catalogues, brochures, activity reports, posters etc.

Event designing: Creating concepts; designing and producing the branding, stage, stand materials that will be used for all kinds of events.

kesişim

publishing and design services Kesisim Publishing and Design Services

Having 15 years of experience in advertising and publishing industry, Kesisim is a custom publishing company with its expert editorial and design team. Kesisim provides B2B corporate magazines, prestige books, e-books and e-magazines, newsletters, and annual reports for corporate clients, using creative techniques and original layouts.

Kesisim offers the followings as a "full service advertising agency":

- Creating corporate identity,
- Creating advertising campaigns including TV commercials, radio spots, press ads, outdoor and indoor advertisements, etc,
- Preparing promotional materials such as brochures, flyers, advertorials,
- Creating promotional POP and POS products,
- Developing web sites and interactive solutions.



Dörtok & Bersay

Health and Wellness Communication

Dörtok & Bersay Health and Wellness Communication

Dörtok & Bersay Health and Wellness Communication was established in January 2010 under the leadership of Dr. Aydın Dörtok, a medical doctor who has expertise in communications for 20 years, under Bersay Communication Group.

Dörtok & Bersay Health and Wellness Communication;

- aims to introduce a new perspective to healthcare communications,
- has the international and local expertise necessary for such a specific field of activity,
- implements project-based sustainable business models with Bersay Communication Group's quality standards, making best use of measurable methods,
- operates as an affiliate of Bersay Communication Group, and is part of the Ketchum network.

Sectors we offer services

The increase in the average life expectancy, diversifying needs for health care and unhealthy living conditions give rise to an increase in chronic diseases, makes it a priority for individuals to live longer, maintain a high quality of life, and aging healthier. Under these circumstances people expect various institutions to bear responsibility in meeting their needs regarding their wellness and health priorities.

These are:

- Public Institutions
- Governments
- Health Institutions/Healthcare Units
- Non-Governmental Organizations
- Physicians and Scientists
- Pharmaceutical Industry
- Food Industry
- Personal Health Care Industry
- Wellness Sector
- Health Tourism

These are the areas of activity where Dörtok & Bersay Health and Wellness Communication is committed to offer its value-added consultancy services.

Services

Dortok & Bersay Health and Wellness Communication provides customized healthcare communication consultancy and application services to all institutions, organizations and individuals active in the healthcare industry. Dortok & Bersay Health and Wellness Communication portfolio covers all types of communication services that a business or an institution carrying out activities in the healthcare industry may need.

1. Communication Management

- Corporate Reputation Management
- Corporate Identity
- Social Responsibility
- Issue Management
- Internal Communication and Training Programs
- Public Affairs
- Stakeholder Relations
- Crisis Communication
- Leadership Communication
- Event Management

2. Media Relations

- Media Relations Management
- Local Media Relations
- Media Training

3. Marketing Management

- Marketing Strategies Management
- Product Communication and Brand Management
- Sponsorship Relations Management
- Event Management in Marketing
- Advertising Services
- Social Media Consultancy and Applications

4. Training Programs

- Executive Training
- Employee Training

5. Corporate Publications

- Prestige Books
- Corporate Magazines
- Periodical Bulletins
- Scientific Publications

Bersay Communications Institute (BIE) was established in January 2008 within the Group as a nonprofit organization. We aim to respond to the qualified human resources need of the sector through conferences and training programs. BIE also offers its business profits as a scholarship opportunity to master and doctorate degree students.

Bersay Communications Group's reputation entity BIE has undertaken the duty and responsibility of becoming a pioneering organization with the activities focused on communications professionals, newly graduates and young candidates.

Services

- Certificate Programs
- Seminars and Conferences
- Panels and Meetings
- Personal Development Trainings
- Performances
- Stand-up Shows
- 4 Seminar/Meeting Rooms
- BIE Multi-purpose Hall with a Capacity of 115 People

Researches

A new research model by BIE: Corporate Perception Index of Turkey

Collaborating with ERA, a research company focused on perception studies, and AVD, a research company focused on media's influence on perception, BIE created a new and practical approach on communications research.

The Corporate Perception Index of Turkey (with Turkish abbreviation as TKAE) evaluates how a company is perceived by its major stakeholders and whether the media coverage contributes to this perception or not. Shortening the period of the research to maximum 6 weeks and decreasing the budget significantly, TKAE also provides a revolution in research reporting and addresses recipients from all professions with its user-friendly language and length of maximum 10 pages.

Our Training Programs

Excellence in Communication Program: Outliers

The title of the Excellence in Communication Program in its third year is "Outliers".

With this program BIE gathered together the names, who have created differences with their world views and who have prominent character types.

Speakers of the program:

1. Cem Yilmaz (Comedian)
2. Prof.Dr. Mikdat Kadioglu (Academic Member, Istanbul Technical University)
3. Prof. Dr. Sevil Atasoy (Academic Member, Istanbul University)
4. Nihat Gokyigit (Founder and Chairman of Board of Trustee, The Turkish Foundation for Combating Soil Erosion for Reforestation and the Protection of Natural Habitats)
5. Kursat Basar (Writer)
6. Nasuh Mahruki (Founder Member and Chairman, Search and Rescue Association)
7. Prof. Dr. Celal Sengor (Academic Member, Istanbul Technical University)
8. Erdil Yasaroglu (Caricaturist)
9. Yilmaz Erdogan (Director, Performer, Writer)
10. Levent Erden (CEO, Euro RSCG Turkiye)
11. Kerem Erginoglu (Architect)
12. Prof. Dr. Osman Muftuoglu (Medical Advisor, Founder, Yasasin Hayat Clinique)
13. Ayse Ege (Fashion Designer)
14. Ece Sukan (Fashion Designer)
15. Mehmet Turgut (Photographer)



Political Communications Consultancy

BIE and Istanbul Bilgi University organized a training program tailor-made for professionals at political parties, ministries, municipalities, governmental authorities and other related bodies. The participants had the opportunity to have lectures from the leading experts in this area.

IDA – Communications Consultancy Certificate Program

Regular trainings of IDA that address new graduate and young communications professionals are hosted by BIE.

Media Relations Management Program

Executed by former expert journalists, this program aims to give basic media knowledge to spokesperson candidates. During 2001, BIE provided the training to executives from Philips, Ittifak Holding, Tiryaki Holding, Gama Enerji, Istanbul Akvaryum, Türkiye Finans, SES, Adese and Tetra Pak.





Bahcesehir CO-OP Project

Consultants of Bersay Communications Group are also the lecturers of the CO-OP Education Model applied by Bahcesehir University with BIE support. The program included major communication disciplines like Reputation Management, Stakeholders and Target Audience, Crisis Management, Media Relations, Corporate Responsibility, Financial Communications, Online Communications, Event Management, Celebrity Communications and Leadership Management, Issue Management and Agenda Setting.

Cinema Conversations with Ali Saydam

Second year of the program started in August 2011 and will continue until July 2012 with its 15 participants that enjoy how to evaluate life, arts, human beings and history over detailed analysis of the movies. During the first year of the program, the participants analyzed 60 films, 4 documentary series, and 5 books.



Conferences and Workshops

- "Culture Code" by Dr. Clotaire Raphaille
- "Creativity" by Ketchum trainer Petra Sonner
- "Understanding new Turkey" by Bekir Agirdir (Konda's General Manager)
- "Awareness on Breast Cancer" by Dr. Sevil Oz
- "Designing the smile" by Dentist Arzu Yalnız
- "Turkish Media and PR in Turkey" to George State University students

Exhibitions

- "Green Steps" by environmental training association Yesil Adimlar
- "Cattoman Empire" by artist Efsun Gunes
- "IETT in 140 Years" – History of Istanbul's public transport
- "Spirits seeking love" by artist Barbaros Ayvaz
- "Third Eye" by artist Kamer Nesrin Gumusayak

Books

Profits of the recently published "communication best-sellers" of Ali Saydam, Honorary President of Bersay Communications Group, are granted to BIE.



BIELOG

BIELOG is a meeting platform for communications sector; which is open to articles of all Bersay Communications Group employees as well as guest writers. www.bielog.com

Articles

One of the priority targets of BIE is to create knowledge, to realize research and to

share all with the sector. During 2011, the articles of Bersay consultants prepared with the support of BIE continued to be published in leading sector magazines.

- "Urgent action plan for food sector: Health and wellness communications" by Gulden Ohri, BrandAge magazine, January 2011
- "Fashion designers creating identities: Martin Margiela case study" by Merve Gungul, BrandAge magazine, March 2011
- "Social networks beat consumption: Age of sharing" by Asli Tosuner, Fortune Turkey, November 2011
- "How successful was the USA in managing the perception at Iraq war" by Seckin Cetin, Fortune Turkey, December 2011

Facilities



Library

Bersay Communication Institute (BIE) Library has been established to meet information needs of the communication professionals, academicians, and students by adding eligible and up-to-date information resources to its collection. In our collection, there are about 6.500 materials including 2696 books, 682 DVDs, 43 magazine subscriptions, and 3040 online books/articles, related with communication areas such as communication consultancy, public relations, marketing communication, media, advertising, and event management. In 2011, we added 427 new books and 207 new DVDs to our collection. During the year, Bersay employees borrowed 1487 of our resources.

Besides Bersay employees, the library is open to communications professionals, our clients, students, academicians in the field of communication, media members, and the attendants of BIE training programs. The library has 350 external active members who borrowed a total of 336 in 2011.

BIE Meeting Rooms

BIE Meeting Rooms provide exclusive opportunities for companies who would like to organize meetings in a spacious and respectable atmosphere and host their guests or clients in the best manner possible. Each one of 4 rooms with 8, 10, 12 and 14- people capacity offers a Board, A4 Printer, Wireless Internet, Plasma TV and Air-conditioner.

BIE Multi-Purpose Hall

With a capacity of 115 people, BIE Multi-Purpose Hall is available for music, cinema, theater shows and activities as well as training, seminary, meeting and presentation purposes. BIE Multi-purpose Hall is fully-equipped with technical fixtures and personnel.

BIE provides place for its clients' any activities and rents its conference rooms and hall, the income of which are donated for scholarships. However BIE also provides its rooms for free for exhibitions, meetings and other activities that contribute to the development of awareness in environmental issues and to the society. (Principle 8-9).

During 2011, BIE hosted the meetings of Xerox, Deutsche Bank, Novartis, Oyku Lojistik, AIFD Diabetes and Hepatitis Working Groups, Kultur Kolej, Istanbul Erkek Lisesi, TUYID and Girls in Tech initiative.

Scholarships

BIE is the main corporate social responsibility initiative of Bersay Communications Group. BIE scholarships aim to support not the people themselves but their researches and thesis studies. At the beginning of 2010, BIE started providing scholarships to 6 thesis studies on communications, 4 of which are graduate and 2 of which are doctorate theses. BIE continued its scholarships with 6 studies in 2011.

BIE scholarships

No	Name-Surname	Post Graduate/ Doctorate	University / Post Graduate- Doctorate Program	Thesis Subject
1	Asli Tosuner	Post Graduate	Istanbul University Social Sciences Institute / Public Relations	Increasing the Knowledge Through Social Media Means to Change the Role of Knowledge in Consumption and Consumer Behavior in More Productive Way
2	İlgin Cakiroglu	Post Graduate	Marmara University Social Sciences Institute / Production Management and Marketing	The Effect of Brand Balance of Political Parties to Voting Intention
3	Ozge Gursoy	Post Graduate	Marmara University Social Sciences Institute	Changing Family Values in Respect of Reflection to Visual Media
4	Ozlem Taskent Erkmén	Doctorate	Istanbul University Social Sciences Institute / Journalism	Turkish Journalists in the Field of European Union Media – The Effect of National Area to Journalism Practices
5	Seckin Cetin	Post Graduate	Presidency of General Staff War Academy / Strategic Researches Institute Department	Perception Management in Intelligence and Counter Intelligence
6	Selin Bitirim	Doctorate	Ege University Social Sciences Institute	Social Marketing and Communication in Creating Social Benefit

Our Support Units

Human Assets Department

Bersay has always played a pioneer role for its sector and had implemented different practices for its employees' welfare since its foundation. In 2010, with the understanding that 'human is an asset', Bersay led the way and transformed Human Resources Department into Human Assets Department. Bersay Communication Group guides its clients about this concept and represents a role model for its suppliers, clients and stakeholders (Principle 1-2).

Employee Satisfaction

As a communication consultancy group, Bersay gives importance to its internal communications and aims to get feedback from its employees in terms of working conditions, job descriptions, career plans, relations with management etc. For this purpose, Bersay conducts a survey annually and measures the satisfaction of its employees (Principle 1-2).

The survey is executed by a third party research company and the answers are kept confidential so employees feel free to answer the questions truly (Principle 1). After receiving the results, Bersay takes actions for business improvement activities according to the results.

In March 2011 an internal communication survey had been carried out to measure the satisfaction of our employees for the year 2010. The survey was implemented to 94 employees. According to the results the average satisfaction ratio of our employees is over 70%. 2011 survey is still in progress to be completed at the end of May 2012.

Recruitment

In Bersay Communications Group recruitment process is determined clearly and the related procedures are applied strictly. When writing the recruitment process it has been given a lot of importance to treat every employee candidate fairly (Principle 1-2).

In addition, our employee advertisements do not reference discriminatory criteria, such as race, gender or age. Our employees are free to report incidents of workplace discrimination. In Bersay we do not discriminate our employees by their gender, age, nationality, ethnicity, race, color, creed, caste, language, mental or physical disability, organizational membership, opinion, health status, sexual orientation, marital status, birth or civic, social or political characteristics (Principle 6).

Bersay provides equal employment opportunities. 65% of our employees are women (Principle 6).

Bersay does not recruit anybody below the legal age of 18. Bersay is against the child labor and complies with the minimum age provisions of Turkish labor laws and

regulations (Principle 5).

Bersay is strictly against forced labor, which is also considered as a potential risk in the service sector. Bersay employee policies are specified within employment contracts. Employee contracts cannot be against the labor law. The contracts state the actual working terms and conditions and their rights clearly. In addition to employment contracts, our employees are given a booklet which includes all administrative processes, discipline code, dress code and other employee related issues, by Human Assets Department at the beginning of their recruitment process. Thus, all of our employees are aware of these working conditions and their rights (Principle 4).

During the recruitment process we pay attention to answer the job application timely and properly. In 2011 our application responding rate was 93% (Principle 1-2).

Reward System

Bersay employees are rewarded for their works through the finder fee and success fee processes and career plans (Principle 1-2). Bersay employees receive bonuses at a specified ratio of service charge when they find new business or accomplish successful work for their current clients.

Bersay Communications Group has a proper promotion system and evaluates its employees in every 6 months through its performance assessment system. The employees who create difference, succeed and show good performance are promoted accordingly.

In addition to this, the employees working as 'consultant' and 'client director' for at least 3 years have the right to be a shareholder if they show outstanding performance. Every year, shareholders get an increasing percentage of company shares. The annual profit is apportioned among the shareholders according to their share rate.

Internships

In Bersay we give degree and graduate students internship opportunities and we have a written internship procedure. The students who complete their internship within Bersay Communications Group get the opportunity to make their academic knowledge into practice in place. The purpose and content of internship programs include matters that support the development of students. The students have the rights provided in Labor Law. In 2011, 35 students did internships in Bersay Communications Group companies.

Trainings

In Bersay Communications Group, there is a system which will be used as a base for supporting the individual development of all employees (Principle 1-2). There are two types of training programs in the system: 1) The training programs supplied from third

parties (Corporate trainings), 2) Optional trainings (Individual based trainings). While employees do not pay for corporate trainings, the company pays only half of the cost of optional trainings. The corporate trainings are determined at the end of the performance assessment terms according to the results by Human Assets Department. This means that in Bersay, training needs' analysis is realized twice a year (at the end of the each performance assessments). In 2011, we organized 27 corporate trainings and 4 workshops for our employees.

Internal Communication

As a group of communication companies, internal communication activities are highly important for our management team and all employees. We organize dinners, activities and create social networking opportunities.

On the other hand, to enable internal communication, we built an online platform called 'BIG Journal' from which our employees can make and follow up some demands and which includes internal and external agenda.

Bersay Group aims to create a platform for its clients' employees to share internal information, and to create a system that explains the principles and methods regarding this aim. For this purpose, all Bersay Communication Group employees gather to share their ongoing agenda and case studies BIE Meeting Hall between 08.30-10.00 am every Friday.

The Group starts to the new working year with a big opening event called 'kick-off'. Bersay kick-off meetings are organized every year in January. The purpose of this meeting is for the group companies to share the cases, analysis and financial situation of the past year and announce the targets for the next year.

Wages and Benefit Package

In Bersay Communications Group, salaries depend on the job description and experience of the employees. There is no difference between the basic salaries of men and women (Principle 6).

In Bersay the weekly working hours is 40 and our employees are given reasonable breaks and rest periods (Principle 1). The company has a system to plan, record and monitor hours worked by each employee. The company grant employees paid holiday leave, sick leave and parental leave in accordance with national law. In addition to this, on the day called "quilt vacation" all Bersay employees have right to take one day off in addition to their annual leave.

Bersay maintains a policy of strong commitment on health and safety issues (Principle 1). Although all Bersay employees are covered with governmental social security insurance policy, we supply extra private health insurance policy for the employees

who completed their first year within the company. Due to our company's data in 2011, 65 of our employees were insured and in 2012 we target to insure 85 of our employees.

We can list the other items of Bersay benefit package as written below:

- Coiffeur: There is a hairdresser who serves for half of the day for our female employees.
- Lunch: We have a cafeteria that gives free lunch service for all of our employees every day between 12.00 am – 02.00 pm.
- Transportation: There are private vehicles and drivers at our employees' disposal so that our employees can make their business visits comfortably.
- Mobile phone: We provide smart phones to all our employees with which they can use for business purposes for free.
- Cafe: Our employees are served hot and cold drinks during working hours.

Operational Processes

Client Satisfaction

It is aimed to question and develop the positive aspects of the service quality and client satisfaction of Bersay Communication Group companies, to take precautions for the negative situations timely and efficiently, to take proper steps for keeping the client satisfaction and service quality optimized. For this purpose, we were conducting client satisfaction surveys every year. In 2010 we revised our client satisfaction assessment process. According to the revised process, every beginning of the year a top executive of Bersay Communications Group makes face-to-face interviews with high level executives of the client to get feedback.

Timesheet

Bersay has a system to plan, record and monitor hours worked by each employee per clients and job descriptions called 'Timesheet'. All Bersay Communication Group employees fill out their timesheets weekly. Human Assets Department prepares an efficiency report based on mentioned timesheet logs using the data like personnel costs, fees and working hours.

Administrative Affairs

One of the priorities of Bersay Communication Group is to create environmental awareness first for our employees and for our clients, suppliers and stakeholders.

Administrative Affairs Department of our group is responsible for electricity, water, paper, natural gas usage and waste handling processes and application of the environment friendly technologies (Principle 9).

Our Honorary President Ali Saydam discusses these issues in his columns at the daily Aksam newspaper and bi-weekly sectoral Marketing Turkiye magazine. Also

environment issues are mentioned by our editors at the journals that Kesisim prepares. Bersay encourages its clients to adapt environment projects as appropriate (Principle 8).

Paper Usage

Bersay encourages its staff to communicate via electronic devices and to use less paper. In 2011, we started printing and photocopying with employee entry cards, which led to a decrease of over 80 percent in paper consumption, compared to the previous year.

Electricity Usage

We apply energy conservation techniques in all our bathrooms and the batteries are being recharged by administrative affairs.

Water Usage

In 2011 we started using washing machines in our cafeteria areas and preferred to use flooding system for washing the company cars.

Natural Gas Usage

We decreased our natural gas usage slightly by applying maintenance to related equipment.

Waste

Bersay waste are clustered into categories according to their raw materials. Glass, plastic, battery and metal recycling bins are placed in the company. These bins are collected by the Sisli Municipality weekly. Our waste oils are put in sealed bags and delivered to Sisli Municipality daily. (Principle 7).

Security

Our building is protected by a private security firm. We also have an alarm system and security cameras at each floor (Principle 2).

Information and Document Management

Corporate Memory

Bersay Communications Group gives importance to keeping the information safely and effective document management. Thus we make investments and put efforts for developing our corporate memory continuously. It is aimed that all kinds of documents are recorded, classified, and archived regularly and accessed when needed. (Principle 1-2).

Our Memberships

ICCO (International Communications Consultancy Organization)

Our group companies Bersay Communications Consultancy and Saydam

Communication and Event Management are members of ICCO (International Communications Consultancy Organization). ICCO adopts IPRA's Charter on Media Transparency. Due to the charter, Bersay is committed to ethical behavior, objectivity and accuracy.

As a result of the membership, both companies are audited in every two years in respect of being suitable to Consultancy Management Standard (CMS). CMS combines elements of ISO 9000 and Investors in People with criteria specific to public relations consultancy. Developed by the Public Relations Consultants Association of the UK, it was introduced in 1997 as the industry's first quality certification system for public relations firms and is now being rolled out worldwide.

The assessment process is conducted by independent auditor and covers 8 key business areas:

- Leadership & Communications
- Business Planning
- Business Improvement
- Financial Systems
- Campaign Management
- Client Satisfaction
- New Business
- People Management

The re-assessment period for maintaining CMS certification is every two years. In 2010 both Bersay Communication Consultancy and Saydam Communication and Event Management went under audit. After a 2 days audit for each company, the results were satisfying: Bersay Communications Consultancy achieved an average success of 94,9 and Saydam Communication and Event Management achieved an average success of 95,1%. <http://www.iccopr.com>



TEID (Turkish Ethics and Reputation Society)

Founded in May 2010, TEID is a non-profit organization aiming to develop and encourage adherence to universally recognized business ethics principles and disseminating those in Turkish Business environment. TEID not only acts as a point of reference for the private sector companies assisting them to implant the principles of business ethics but also works closely with the legislators in the pursuit of a socio-

economic environment where companies act in compliance with those principles do not lose their competitiveness but gain advantages. Another important aspect of TEID's mission is to underline how reputation, as a result of ethical behavior, affects the company value. TEID is a member of European Business Ethics Network (EBEN).

In 2011, BIE became a corporate member of TEID and will sign the Ethics Declaration in 2012.

IDA (Communication Consultancy Companies Association)

Our group companies Bersay and Saydam are active members of IDA.
<http://www.ida.org.tr/>

TUHID (Turkey Public Relations Association) / (Individual Based Memberships)

Four Bersay partners are members of TUHID (Turkey Public Relations Association) individually. <http://www.tuhid.org/tr/>

TBV (Turkey Informatics Foundation) / (Individual Based Memberships)

Main objective of the foundation is to contribute to prepare substructure for helping Turkey to become an information society, and for enabling the informatics sector to have a bigger share from the economy to make economic and social practices, create projects and try to enable them to be applied by realizing scientific research and developments. Our founder Ali Saydam is a member of TBV individually.
www.tbv.org.tr/

TUSIAD (Turkish Industrialists' and Businessmen's Association) / (Individual Based Memberships)

TUSIAD aims to prevent the attitude and behaviors which do not comply with business ethics and argues that the sensibility of all members of society and public/private enterprises should be increased. TUSIAD has issued the report titled as 'Business Ethics' in 1992 and has been leader in this field by adding business ethics principles in its regulation. Our founder Ali Saydam became a member of TUSIAD individually in 2010. www.tusiad.org/

UN Global Compact Principles

GC	GRI	Definition	Bersay Approach	Bersay Practices
1	HR1, HR2, HR3, HR4, HR5, HR6, HR7, HR8, HR9	Business should support and respect the protection of internationally proclaimed human rights	Bersay Communications Group believes that every people has right to work, choose his/her job, freedom of expression, liberty and security, health care and equality. Bersay also consults its suppliers and clients to support the same principles.	Recruitment process Rewarding system (Finder/Success Fee) Employee satisfaction survey Health insurance Trainings Internal Communication Internship Program
2	HR1, HR2	Business should ensure that they are not complicit in human rights	Bersay policies on harassment, employment equity, safety and health ensure that basic human rights are firmly respected.	Employee satisfaction survey Employee contracts and confidentiality
3	LA2, LA4, LA5, LA13, LA14, HR4, HR5	Business should uphold the freedom of association and effective recognition of the right to collective bargaining	Bersay policy on employment equity ensures the provision of good working conditions in which all employees could express their ideas.	Accessible management team Biolog communication platform Weekly regular group meetings Participative management Information sharing Profit sharing Bonuses
4	HR7	Business should support the elimination of all forms of forced and compulsory labor	Bersay is strictly against forced labor considered as a potential risk also in service sector.	Bersay employee policies are specified within employment contracts. Employee contracts can not be against the labor law. The contracts state the actual working terms and conditions and their rights clearly. Thus, all of our employees are aware of these working conditions and their rights.
5	HR6	Business should support the effective abolition of child labor	Bersay is against the child labour and complies with the minimum age provisions of Turkish labor laws and regulations.	Bersay does not recruit anybody below the legal age of 18.
6	LA2, LA13, LA14, HR6	Business should support the elimination of discrimination in respect of employment and occupation	Bersay believes every individual has to be treated fairly without considering what their gender is, what their contract type is, what their job is and so on.	Recruitment process Discipline code

7	4.11	Business should support a precautionary approach to environmental challenges	Bersay, like the rest of the society, faces the global challenge of ensuring a healthy and sustainable environment in the future. By signing the Global Compact Bersay commits itself to approach more carefully to environmental issues. Bersay will also sign the Ethics Declaration.	Waste handling applications Decreasing paper usage
8	EN2, EN5, EN6, EN7, EN10, EN13, EN14, EN18, EN21, EN22, EN26, EN27, EN30	Business should undertake initiatives to promote greater environment responsibility	One of the priorities of Bersay Communication Group is to create environmental awareness first for our employees and for all of our clients, suppliers and stakeholders.	Bersay developes either Corporate Social Responsibility projects and the projects aiming to promote greater environmental responsibility. The clients are encouraged to apply those projects as their environmental and Corporate Social Responsibility projects.
9	EN2, EN5, EN6, EN7, EN10, EN18, EN26, EN27	Business should encourage the development and diffusion of environmentally friendly technologies	Bersay encourages its staff to use environmentally friendly technologies.	Water, Paper, Electricity, Natural Gas, Energy Saving Supporting Recycling Process
10	SO2, SO3, SO4	Business should work against corruption in all its forms, including extortion and bribery	Bersay is against all forms of corruption, including extortion and bribery.	Bersay's employment agreement states that unethical business practice is a reason for ending employment contract. Bersay Memberships: ICCO, IDA, TEID Individual Based Memberships: TUHID, TBV, TUSIAD

Performance Indicators

Human Rights	Actions	Aims	2011 Targets	2011 Results	2012 Targets
	Employee Satisfaction Survey	To have satisfied and motivated employees who are happy with their working and living conditions	70% employee satisfaction	Survey for 2010 is implemented to 94 employees and over 70% employee satisfaction is achieved. 2011 survey is still in progress.	Sustain the employee satisfaction level
	Rewarding System	To have satisfied and motivated employees who are happy with their rewards for their work	To sustain the fair and proper policy in 2011	Total of 118.000 TL bonus is presented to BIG employees during 2011	We will sustain our fair and proper policy in 2012
	Recruitment Process	Fair treatment	100% job application responding rate	93% job application responding rate	100% job application responding rate
	Training	To give individual development opportunities to our employees	10 corporate trainings 15 optional trainings BIE meetings and training programs	27 corporate trainings 18 optional trainings 4 workshops	10 corporate trainings 15 optional trainings
	Internal Communication	Motivation / Participation to company processes / Information sharing	12 monthly dinner organizations with COO / 1 year end organization / Weekly Bizbize Meetings / 1 year end Kick-off	1 year end organization / Weekly Bizbize Meetings / 1 year end Kick-off	1 year end organization / Weekly Bizbize Meetings / 1 year end Kick-off
	Internships	To give students opportunities to develop themselves and find job opportunities	To continue creating internship opportunities	35 internships (two months for each)	To continue creating internship opportunities
	Client Satisfaction	To satisfy our clients with qualified services	80% client satisfaction	One-to-one meetings with client executives are held for feedback	Over 80% client satisfaction
	Corporate Memory	To have an accessible, effective and functional corporate memory	To keep all data under classified records	The process is revised for data of 2009, 2010 and 2011	Sustain the action appropriately

	Timesheet	To have a system to plan, record and monitor hours worked by each employee	To report our efficiency report and to make business improvement activities according to the results if required	The process is revised and an action plan was created	To report our efficiency report and to make business improvement activities according to the results if required
Labour Standards	Non-Discrimination	Fair treatment	Revised Discipline Code	Discipline Code is revised	To sustain the fair and proper policy
	Number of Woman Employees / Number of Total Employees	Fair treatment	Increase the ratio of women employees (63.24% in 2010)	65% of our employees are women	To sustain the fair and proper policy
	Benefit Packages	Employees' welfare and motivation	Health Care: 85 employees will be insured	65 employees are insured	85 employees to be insured
	Wages	Fair treatment	To sustain the fair and proper policy	Fair and proper policy is sustained	To sustain the fair and proper policy
Anti-Corruption	Employment Contract	Ethical Business Practices	To sustain the ethical approach in employment contracts	Ethical approach in employment contracts is sustained	To sustain the ethical approach in employment contracts
	Memberships	Ethical Business Practices	To sustain the ethical approach in business practices	TEID membership completed	To sign the Ethics Declaration
Environment	Water Usage	Environmentally friendly applications and less consumption	To reduce consumption and continue supporting the recycling process	Total 30% reduction	To reduce consumption and continue supporting the recycling process
	Paper Usage				
	Electricity Usage				
	Natural Gas Usage				
	Waste				
Volunteer Activities	Scholarships	For our nonprofit enterprise BIE to deliver its first scholarships	8 scholarships / 400 TL for each scholar by month for 12 months	6 scholarships / 400 TL for each scholar by month for 12 months	8 scholarships / 400 TL for each scholar by month for 12 months
	Training Programs	To create and sell training programs of which profits will be given as scholarships	5 training programs	Excellence in Communication / Outliers IDA Communications Consultancy Certificate Program Media Relations Management Bahcesehir CO-OP Project Cinema Conversations with Ali Saydam	5 training programs

	Publications	To publish nonprofit books and magazines supporting the development of the sector and to donate their income	Book: Outliers Magazine: NPQ Online platform: BILEOG	2 books of Ali Saydam 2 issues of NPQ Sustaining of BILEOG	Sustaining the ongoing book, magazine and BIELOG plannings
	Conference and Meetings	To support the development of sector by organizing seminars, conferences, meetings for free and to produce depth knowledge	6 meetings	"Culture Code" by Dr. Clotaire Raphaïlle "Creativity" by Petra Sonner "Understanding new Turkey" by Bekir Agirdir "Awareness on Breast Cancer" by Dr. Sevil Oz "Designing the smile" by Dentist Arzu Yalnız "Turkish Media and PR in Turkey" to George State University students	6 meetings
	Articles	To produce depth knowledge for the sector	3 articles	"Urgent action plan for food sector: Health and wellness communications" by Gulden Ohri "Fashion designers creating identities: Martin Margiela case study" by Merve Gungul "Social networks beat consumption: Age of sharing" by Asli Tosuner "How successful was the USA in managing the perception at Iraq war" by Seckin Cetin	5 articles
	Donations and grants	To make donations and grants to the sector through our individual and corporate social responsibility activities	Donation of Ali Saydam's 'How to Loose Wife and Client?' revenues	All editions of Ali Saydam's book's revenues are donated to BIE	Sustaining the ongoing book revenue donations

	Facilities	To support other social responsibility activities by providing facilities for them for free	4 activities Library: (2800 books,450 DVD,50 magazine subscriptions,440 internal and external members)	Exhibitions: "Green Steps" by environmental training association Yesil Adimlar"Cattoman Empire" by artist Efsun Gunes"IETT in 140 Years" – History of Istanbul's public transport "Spirits seeking love" by artist Barbaros Ayvaz "Third Eye" by artist Kamer Nesrin Gumusayak Public Library: 6.500 materials including 2696 books, 682 DVDs, 43 magazine subscriptions, and 3040 online books/articles,90 internal and 350 external members	6 activities Increase the number of library sources and members
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