

ZED EVENT MANAGEMENT

&

CONSULTANCY

COMMUNICATION ON PROGRESS REPORT

2009 PERIOD



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General Information

Company Name	ZED Event Management and Consultancy	Type of activity	Professional Congress Organisation
Address	Mustafa Kemal Mah. 2132. Sk. No: 42 Eskişehir Yolu 7.km. Çankaya / Ankara / TURKEY	Website	www.zed.com.tr
Telephone	+90 312 219 57 00	Number of employees	50
Name of the highest executive	Mr. Cengiz Yazanel General Director	Name of the contact person	Ms. Füsün Uzunoğlu fusun@zed.com.tr

Company Profile

Since 1992, ZED has been operating in the congress tourism sector in the fields of conference, congress, seminar, symposium, special events, launching, awareness campaign, workshop, exhibition, fair and study tour organizations. ZED is the member of leading international institutions of the travel agencies, professional congress organizations, meetings sector, associations including TÜRSAB (Association of Turkish Travel Agencies), UFTAA (Universal Federation of Travel Agents Association), ICCA (International Congress & Convention Association), IAPCO (International Association of Professional Organizers), EFAPCO (European Federation Of Associations Of Professional Congress Organizers), HCEA (The Healthcare and Medical Convention & Exhibitors Association), CSR Turkey (Corporate Social Responsibility Association Turkey) and ICVB (Istanbul Convention & Visitors Bureau). ZED has signed UN Global Compact and considers Global Compact principles in its all operations. ZED also has successfully achieved ISO 9001 Quality Management System Certificate.

ZED fulfils its operations through Istanbul and Ankara Offices, which spreads out on totally 4033 square meters. All of the offices are fully furnished and equipped with the latest technology. ZED employs 50 permanent staff and employs 50 to 200 short term support staff depending on the scale of the organization.



Our Services

- Organization and consultancy services of the meetings such as congress, conference, fair, exhibition, seminar, symposium, workshop, etc. for the state institutions, private organizations and occupational associations,
- Organization and consultancy services of trainings, incentives, excursions, meetings for the presentation and launch of private sector companies,
- Organization and consultancy services of the inauguration and groundbreaking ceremonies and grand sports activities.

Our services that are provided during the above mentioned activities are:

- Projection, programming and coordination of the activities services,
- Budgeting and financing services,
- Selection of destination and location services,
- Transportation services, (sea and land transport, provision of domestic and foreign flight tickets and transfers)
- Renting of private cars services, (boat, helicopter, airplane, bus, minibus, etc.)
- Welcoming, accommodation and registration, provision of information, departure arrangement services for the guests,
- Provision and operation of the technical equipment to be used (audio/lighting systems, computer, network systems, photocopy and fax machinery, imaging and recording systems, simultaneous interpretation systems, etc.)
- Organization of the social activities before, after and during the meetings and events
- Organization of special parties and performances,
- Decoration of the venues, performance halls, exhibition halls,
- Organization of the activities of public relations and press-media services,
- Provision and decoration of exhibition and fair stands services,
- Translation services, (consecutive, simultaneous interpretation and translation)
- Design and manufacturing of printed and stamped materials services, (announcement and invitation cards, programme booklets, bags, identification badges, memo pads, pens, flag and pennants, clipboards, display posters, directional signs, name plates for doors and tables, etc.)
- VIP meeting services, provision of accommodation and arrangement of arrivals and departures,
- Provision of personnel for the organizations services (host / hostess, security, cleaning, etc.)
- All kinds of insurance services within the scope of the organization



2013

- "32. International Leather Technologists and Chemist Society Congress", Istanbul
- "15. European Congress on Biotechnology", Istanbul

2012

- "International Committee on Food and Hygiene", İstanbul
- "European Corrosion Congress", İstanbul

2011

- 22th World Mining Congress and Fair, İstanbul
- 8th European Clay Congress and Exhibition, Antalya
- 25th World Congress on Project Management, İstanbul

2010

- Expo 2010 Shanghai, Consultancy Services for Planning, Management and Public Relations of Pavilion of Turkish Republic, Shanghai

2009

- 12th World Congress on Public Health, İstanbul
- "CSR Market Place" Organization, İstanbul
- 5th World Congress Water Forum, Heads of States Summit, İstanbul
- 5th Congress of the European State Lotteries and Toto Association, İstanbul
- Meeting of the Board of Directors of the World Bank and International Monetary Foundation - WB & IMF, İstanbul

2008

- 29th Session of the World Association of Sugar Beet and Sugar Cane Growers (WABCG), İstanbul & Konya
- Expo 2008 Zaragoza, Consultancy Services for Planning, Management and Public Relations of Pavilion of Turkish Republic, Zaragoza
- Expo 2010 Shanghai, Consultancy Services for Planning, Management and Public Relations of Pavilion of Turkish Republic, Shanghai

- Turkey - Africa Cooperation Summit, İstanbul
- Turkey - Pacific Island States Ministerial Conference, İstanbul
- High-Level Workshop in Preparation for UNCTAD XII, İzmir
- Expo 2015 İzmir, 2nd International Symposium, İzmir

2007

- Expo 2015 İzmir, 1st International Symposium, İzmir
- Expo 2015 İzmir, BİE Enquiry Mission Meeting, İzmir
- Entrepreneur Investor Summit, İstanbul
- Expanded Neighboring Countries of IRAQ Foreign Ministers Meeting, İstanbul
- Turkish Chairmanship XVII Meeting of the Council of Ministers of Foreign Affairs of the BSEC Member, Ankara
- International Congress and Exhibition of Asian and North African Studies (ICANAS 38), Ankara
- International Conformity Assessment Symposium, İstanbul
- Black Sea Economic Cooperation 15th Anniversary Summit, İstanbul



General Director's Message


Since 1992, ZED has been operating in the congress tourism sector in the fields of conference, congress, seminar, symposium, event management and consultancy, exhibition and fairs, promotion and public relations. ZED, as a "Professional Congress Organizer", creates interaction platforms that enable knowledge and experience sharing in different areas during each successfully organized national or international conferences and summits and in this way it contributes to global dynamics.

ZED, who works in national and international arena with success in view of consciousness of the source of the ongoing success, is the all inclusive and sustainable world economic growth, signed in Global Compact Agreement in 31 May 2006 to give support and promote "ten universally accepted principles" for a better world for all. As acting through the requirements of Global Compact Principles, we reflect our corporate responsibilities in our business strategies and operations and we see the corporate social responsibility as a part of our corporate culture. We are committed and act appropriate to the ten principles of Global Compact on human rights, labor, environment and anti-corruption and we continuously inform, educate and encourage all our stakeholders in the implementation of principles.

ZED proved its commitment to the Global Compact as being one of the 7 representatives company of the Global Compact Turkey Local Network Steering Committee, which is formed by the representatives of the institutions (Aksa Acrylic, ARGE Consulting, Koç Holding, Sabancı Holding, TİSK, TÜSİAD, ZED Tanıtım) that have carried out effective work and paid close attention to Global Compact since 2005, The Steering Committee held first meeting on March 4, 2009. The Steering Committee aims to represent the network internationally and to strengthen the Local Network across Turkey, with improved effectiveness of its signatories.

Besides strictly following the Global Compact 10 principles, we are happy to declare our commitment to advance the implementation of Global Compact Principles as taking active role in the Steering Committee of Global Compact National Network in Turkey. We express our continuous support to promote and improve the implementation of Global Compact 10 principles and share our knowledge and experiences with our stakeholders. We are glad to be sharing our Communication Progress Report regarding our corporate social responsibility activities for the year of 2009.

Cengiz YAZANEL



General Director

ZED Event Management and Consultancy



ZED Event Management and Consultancy's Corporate Social Responsibility

ZED has been operating for 17 years in the field of Congress Tourism and has found a place as the leader in the sector with its professional services, values, ethics principles and socially responsible activities. As being titled "Professional Congress Organizer", ZED has the honour of reaching a high point in the sector by bearing in mind the responsibilities that this title brings along. ZED accepts corporate social responsibility as a part of its corporate culture since its inception and it reflects its corporate responsibilities in all business strategies and operations.

- ✓ ZED signed in Global Compact Agreement in 31 May 2006 to give support and promote "ten universally accepted principles" and is committed to the ten principles of Global Compact on human rights, labor, environment and anti-corruption. UN Global Compact Principles are accepted as a minimum standard in all operations at ZED and it acts in accordance with these principles while trying to improve the implementation of them day by day. ZED is also committed to disseminate information and create awareness about the corporate social responsibility within its stakeholders specially and in the Turkish society in general.
- ✓ Since ZED believes that corporate social responsibility implementations could be improved through the solidarity and cooperation with civil society organizations, it supports many NGOs' in their activities. In this regard, ZED is the main supporter of "Corporate Social Responsibility Association of Turkey". Besides, ZED continues to give support and to 15 different NGOs who represent different sectors in Turkey.

Therefore, ZED priorities relating to socially responsible business practices are:

- Organizing learning and experience sharing events
 - Mobilizing collective action with NGOs on different priority issues
 - Motivating participating companies and NGOs to develop partnership projects to contribute to the UN and Millennium Development Goals
 - Contributing to the sustainable development
 - Improving the "Green Meetings" conditions for all organizations
- ✓ ZED expressed its gravity and commitment to corporate social responsibility and Global Compact Principles as taking active role in the Steering Committee of Global Compact National Network in Turkey. ZED continues to support to promote and improve the implementation of "ten principles of Global Compact" and share its knowledge and experiences with its stakeholders and the Turkish society.



ZED CSR Activities

Global Compact Local Network –Turkey (activities 2009-)

Global Compact Local Network Steering Committee in Turkey is formed by the representatives of the institutions that have carried out effective work and paid close attention to Global Compact since 2005 and ZED Event Management & Consultancy has taken active role in the Steering Committee in the meeting held on March 4, 2009. As a part of the Steering Committee ZED, aims to support to representation of the network internationally and to strengthen the Local Network across Turkey, with improved effectiveness of its signatories. The Steering Committee comes together few times a year and work on the planning future activities for the establishment of facilities and mechanisms to support the implementation of the Global Compact principles.

Activities:

The Steering Committee organized a Local Network Meeting for Pharmaceuticals on February 18th, 2010. The leaders from the pharmaceutical sector in Turkey convened at the Istanbul Chamber of Commerce to tackle challenges their industry faces in the areas of Human Rights, Labor Standards, Environment and Anti-Corruption in the scope of the UN Global Compact. This sectoral meeting aimed to evaluate the Global Compact principles in relation to the pharmaceutical industry, the benefit of adapting to these principles, as well as the challenges and obstacles faced during this process.

The working session in the meeting under the chairmanship of Dr. Yilmaz Arguden, was attended by 20 representatives at the CEO level, marking the first event in Turkey for which a working group for a particular sector was held. The Steering Committee works for organizing similar sectoral sessions for the textile, automotive and tourism industries during the course of the 2010. As a sustainable result, adopting the sectoral approach will provide the unique and different opportunities and challenges in incorporating the 10 universal principles of the UN Global Compact.

Human rights

- ZED was selected as the company that most cited the "Human Rights" principle of Global Compact in its COP in 2008. According to the study of Assist Prof. Dr. Belgin Aydintan* titled as "*Contemporary Analysis of the Corporate Social Responsibility Reports of the Turkish Companies which signed Global Compact Principles*", ZED is the first in ranking that refer to human rights principle at the most in its



COP, among the other companies.

** Dr. Belgin Aydintan, Gazi University, Economic and Administrative Sciences, Department of Management, Faculty Member*

Partnership with NGOs

- ZED is the founder member of the **Turkey Corporate Social Responsibility Association (KSSD)**. It continuously gives support to the activities of the KSSD to improve the corporate social responsibility implementations in Turkey. ZED gave professional project management support to the KSSD in application and implementation process of the EU Grant Project granted by KSSD titled as "Accelerating Corporate Social Responsibility in Turkey". The project which has been implemented in cooperation with CSR Europe, a leading CSR institution in Europe, covers CSR conferences along with workshops specially designed for articulating the relationship between the CSR and Media and CSR for SMEs.

'Turkey CSR Solutions Market Place' activity, as a final activity in Accelerating CSR in Turkey Project that was organized with CSR-Europe partnership took place on 23th October 2009 at Kadir Has University. **ZED** provided professional services for the organization of this "**CSR MARKETPLACE**".

CSR Presidents of 25 EU countries, experienced businesspersons and experts in CSR from Iran, Ukraine, China and more than 400 guests participated to the market place activity. 35 CSR projects of 25 companies were presented during the activity. TUSIAD, Global Compact Network Turkey, Has Corporate Social Responsibility Academy, CSR-Europe and CSR Turkey took place as participants in the activity.

In Marketplace activity that helped companies' projects in the field of CSR to be discussed in informative and creative atmosphere and to be a model for other corporations and institutions, the participants had advantage to evaluate the most successful CSR project by getting information from institutions' representatives directly. As well as creating a discussion platform about how CSR activities and performances were perceived, in Market Place activity that reveals the companies' creative and innovative solutions related to economic ,social and environmental problems, all participants visited the stands that companies displayed their CSR projects and they exchanged information.

- ZED gave financial and organizational support to the organization of "The World Federation of The Deaf" Annual Board Meeting held on March 2009 in Istanbul.



- ZED gave financial and organizational support to the organization of "National Autism Symposium" held on May 2010 by "Turkish Charity Association for the Assistance and Education of Autistics". ZED re-designed the web site of the Association.
- ZED gave financial and professional support to the preparation for magazine of "Turkish Chamber of Chemical Engineers".
- ZED gave financial and professional support to the design and preparation for magazine of "Turkish Leather Technologist and Chemist Society".
- ZED supports "Association for the Protection of Teachable Children" financially and technically for the development of the Association.
- ZED gave professional organizational support for the organization of "National Congress" of "Turkish Veterinary Medical Association".
- ZED gave professional support to the designing the web site of the "Turkish Audiology Association".
- ZED General Director, Mr. Cengiz Yazanel is a member of Board of Trustees of Türkata Strategic Research, Education and Culture Foundation who have started to work on establishing a Research Institute in Bilecik. ZED gives support to the Turkata which will lay the foundation of University of Türkata in Ankara. The University will open its doors in 2010 and start to accept its first students.
- ZED has partnership agreements with nearly ten associations and foundations to bring international and/or European Congresses to Turkey. The few examples of the successful results of the ZED and civil society organizations cooperation are as follows:

Cooperation with Turkish Leather Technologist and Chemist Society brought the "32. International Leather Technologists and Chemist Society Congress" to Istanbul in 2013





Cooperation with "Turkish Biotechnology Association" brought the "15. European Congress on Biotechnology" to Istanbul in September 2013

Cooperation with "Turkish Representative of the International Committee on Food and Hygiene" brought the "Symposium of the "International Committee on Food and Hygiene" to Istanbul in September 2012



Cooperation with Turkey Corrosion Association brought the "European Corrosion Congress 2012" to Istanbul

Cooperation with World Mining Congress Turkish National Committee brought the "22th World Mining Congress and Fair 2011" to Istanbul



Cooperation with Turkish Project Management Association brought "25th World Congress on Project Management" 2011 to Istanbul

Cooperation with Turkish Clay Science Committee brought "8th European Clay Congress and Exhibition 2011 to Antalya



Support to students

- ZED regularly accepts students from TOBB University to complete their internships. The four students worked in ZED and completed their internship period successfully.
- ZED gives scholarships to the students registered to the "Rain-drop Solidarity Association". The five students were supported financially and completed their education in the year 2009.
- ZED as a company tradition founds scholarships to 20 secondary school and university students each year.

Lectures

Mr. Cengiz Yazanel, March 2009, "The Practices on Entrepreneurship & Leadership", TOBB University
Mr. Cengiz Yazanel, December 2009, "Making Business in Congress Tourism", Baskent University

Awards & certificates

ZED has gained appreciation letters from the TOBB University for his voluntary speaker on "The Practices on Entrepreneurship & Leadership" subject.




Turkish Veterinary Medical Association appreciated the contributions and support of ZED for the "III. National Assembly of Turkish Veterinary Surgeons" regarding its corporate social responsibility.



ZED

Article in CSR Turkey Monthly e- release




Türkiye Kurumsal Sosyal Sorumluluk Derneği
e-haber bülteni
Şubat 2010
www.kssd.org

ÜYELER

ZED
KSS Türkiye Üyesi

1992 yılında kongre turizmi alanında faaliyet göstermeye başlayan ZED Etkinlik Yönetimi ve Danışmanlığı, kongre ve toplantı organizasyonu, etkinlik yönetimi danışmanlığı, tanıtım ve halkla ilişkilerin yanı sıra profesyonel proje danışmanlığı alanında da çalışmalar yapmaktadır.

ZED, sektöründeki ve dünyadaki yenilikleri ve gelişmeleri yakından takip edebilmek üzere sahip olduğu ulusal üyeliklerin yanı sıra, uluslar arası açılımların önemi ve sorumluluk bilincinden hareketle pek çok uluslararası profesyonel kuruluş üyeliklerine de sahiptir. ZED, sektöründe TÜRSAB, UFTAA, ICCA, IAPCO, HCEA, ICVP üyesidir ve ISO 9001 sertifikasına sahiptir.



ZED Etkinlik Yönetimi ve Danışmanlığı
Genel Direktörü
Cengiz Yazanel

[İÇİNDEKİLERE DÖN](#)

ZED, "Profesyonel Kongre Organizatörü" unvanı ile başarıyla gerçekleştirdiği her ulusal ya da uluslar arası kongre ve zirve ile etkileşim alanları yaratarak farklı alanlarda bilgi ve deneyimlerin paylaşılmasına olanak sağlamakta ve küresel dinamizme katkıda bulunmaktadır.

Uluslararası arenada çalışmalarını başarı ile sürdüren ZED, sürekli başarının kaynağının tüm dünyayı kapsayan sürdürülebilir bir ekonomik büyümeden bağımsız gerçekleştirilemeyeceği bilincinden hareketle, 31 Mayıs 2006 tarihinde "Birleşmiş Milletler Küresel İlkeler Sözleşmesi"ni imzalamıştır. "Küresel İlkeler Sözleşmesi" gereği ZED, kurumsal sorumluluklarını iş stratejilerine ve operasyonlarına yansıtmakta ve kurumsal sorumluluğu kurum kültürünün bir parçası olarak görmektedir.

ZED, Küresel İlkeler Sözleşmesi gönüllülüğü esası gereği her yıl düzenli olarak COP raporlamasını yaparak Küresel İlkeler Sözleşmesi'nin 10 temel ilkesine uygulamada verdiği önemi ortaya koymaktadır.

ÜYELER

ZED, "Küresel İlkeler Sözleşmesi"nin insan hakları, çalışma standartları, çevre ve yolsuzlukla mücadele konularında belirlediği 10 ilkeye bağlı kalarak kurumsal sorumluluk çalışmalarında önemli adımlar atmaktadır.

ZED, tüm çalışmalarında "Küresel İlkeler Sözleşmesi"ne uygun hareket etmekte ve tüm paydaşlarını söz konusu ilkelerin uygulanması konusunda bilgilendirmekte, eğitmekte ve teşvik etmektedir. "Binyıl Kalkınma Hedeflerine" odaklı olarak, devamlı başarı için sürdürülebilir kalkınmanın gerçekleştirilmesi gerektiği bilinciyle tüm çalışmalarında sürdürülebilirlik yaklaşımını ön plana çıkarmaktadır.



ZED, insan hakları, sağlık ve eğitim konularında sosyal sorumluluk projeleri yürütmekte ve sürdürülebilir bir kalkınma ve gelecek için bu projelerin sayılarını gün geçtikçe arttırmaktadır. ZED, çevresiyse banyık bir firma olmanın geleceğe sağlıklı bir bakış için önemli olduğunun bilinciyse sosyal sorumluluk çalışmalarına hız kesmeden devam etmektedir.

Heryıl düzenli olarak verdiği Küresel İlkeler Sözleşmesi COP raporu kapsamında, ZED, Gazi Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi İşletme Bölümü Öğretim Üyesi Yrd. Doç. Dr. Belgin Aydıntan tarafından gerçekleştirilen "Küresel İlkeler Sözleşmesine katılan Türk şirketlerinin Kurumsal Sosyal Sorumluluk Raporlarının Karşılaştırmalı Analizi" konulu çalışmada "İnsan haklarına" en fazla atıf yapan işletme seçilmiştir.

ZED, kurumsal sorumluluğunu, ekonomik, çevresel ve sosyal politikalarını, yönetim stratejileriyle bütünleştirerek ana faaliyetlerinden biri olarak kabul etmiştir. Kurumsal sosyal sorumluluk konusunda uygulamalarını artırma, paydaşlarını bilgilendirme ve Türk iş dünyasında bu konuda farkındalık yaratmayı hedefleyen ZED 2009 yılından beri "Küresel İlkeler Sözleşmesi Ulusal Ağı Yürütme Kurulu" üyesidir ve Türkiye'de Küresel İlkeler Sözleşmesi raporlama performansı ve kalitesinin geliştirilmesine odaklı faaliyetlerde aktif rol almaktadır. ■

[İÇİNDEKİLERE DÖN](#)



Environment sensitive organizations

ZED concerns its environment and follows recent developments especially in the sector in which it operates. ZED has accelerated its research and development studies to conduct "**Green Meetings**" concept in the forthcoming organizations. The goal of organizing "green meetings" is to develop and implement green standards that will improve the environmental performance of meetings on a global basis and events and to create a better more sustainable world.

HUMAN RIGHTS

Principle 1 - Businesses should support and respect the protection of internationally proclaimed human rights.

Principle 2 - Businesses should make sure they are not complicit in human rights abuses.

ZED Policy

ZED Event Management and Consultancy endorses the UN Universal Declaration on Human Rights and regards the declaration as one of the core values and as an essential part of the ethical foundation of the company. ZED accepts and ensures that every individual has the right to work, right to choose his/ her job, right to work on equal conditions, right to freedom of expression, right to liberty and security, right to health care and right to equality. ZED maintains that all stakeholders also support the human rights principles.

1) Corporate Commitments, policies and procedures to deal with all aspects of human rights relevant to operations, including monitoring mechanism and results	
Indicators	ZED Approach & Practices & 2010 targets
<p>Indicator 1:</p> <ul style="list-style-type: none"> ▪ Fulfillment of Human Rights Policies ▪ Organizational structure where the human right policy is implemented and risk management map to evaluate the company human rights impacts 	<ul style="list-style-type: none"> ▪ ZED was selected in 2009 as the company that most cited the "Human Rights" principle of Global Compact in its COP in 2008. According to the study of Assist Prof. Dr. Belgin Aydintan* titled as "<i>Contemporary Analysis of the Corporate Social Responsibility Reports of the Turkish Companies which signed Global Compact Principles</i>" , ZED is the first in ranking that refer to human rights principle at the most in its COP, among the other companies. <p><i>Dr. Belgin Aydintan, Gazi University, Economic and Administrative Sciences, Department of Management, Faculty member</i></p>

- ZED has a human rights policy to endorse the UN Universal Declaration of Human Rights and ZED ensures that every individual has the right to work, right to choose his/her job, right to work on equal conditions, right to freedom of expression, right to liberty and security, right to health care and right to equality. ZED maintains that all its stakeholders also support the human rights principles.
- ZED General Director, Mr. Cengiz Yazanel added his name to the CEO Statement declared on the 60th Anniversary of the Universal Declaration of Human Rights at November 2008. In this regard, ZED expressed its commitment to respect and support human rights
- Human Resources Department developed a risk management map and auditing standards to evaluate the company human rights impacts for the year **2010**.
- ZED maintains a policy of strong commitment on health and safety issues and provides healthy working conditions and health insurance policy for all employees.
- ZED ensures non-discrimination in its business practices.

	<ul style="list-style-type: none"> ▪ ZED provides highest standards in physical working environment conditions such as lighting, heating, ventilation and air-conditioning and in safest work practices. ▪ ZED ensures that every individual has the right of education. The employees are encouraged to develop themselves and the way of business through various trainings. The 6 employee acquired the International Project Management Certificate after a long training period given by IPMA Türkiye.
<p>Indicator 2: Company takes into consideration the human rights impacts as part of investment procedures.</p>	<ul style="list-style-type: none"> ▪ ZED as a growing company makes investments in its sector and different fields. ZED always takes into consideration the human rights while realizing new investments. ▪ ZED doesn't prefer to establish partnerships and work with the companies or institutions which are complicit in human rights abuses. ZED especially takes into consideration the supporters of Global Compact.
<p>2) Company communication to the employees its ethical values and principles</p>	<p>ZED has a standard orientation program implemented to all new recruited personnel. It consists of general company information, corporate culture, ethical values, organizational structure, employee rights, working environment and opportunities provided</p>

	equally to all employees.
Indicator 1: The number of communications sent by company to the employees on corporate ethical values and principles	First information about ethical values of the company is provided during orientation process. Besides, all employees are reminded of the basic ethical principles and informed about new accepted developments at regular meeting held in once a year.
Indicator 2: Company's formal mechanisms to hear, evaluate, and follow up positions, concerns, suggestions and criticisms of employees on human rights to improve the internal process	ZED conducts annual questioner to hear, evaluate and to take suggestions and criticisms of employees. There is an open-door policy in ZED and managing partners encourage employees to express their views on human rights directly to themselves.
3) Company policy to evaluate and address human rights performance within the supply chain and contractors	
Indicator 1: The number of suppliers that are in accordance with international standards of total suppliers	ZED concerns the standards and international certificates of its subcontractors. 7 of the total suppliers have international standards and certificates. ZED aims to increase this number as 10 in the year 2010 .
4) Company involvement in promoting human rights in the local community	
Indicator 1: The monetary value of the company's philanthropic contributions / voluntary social investments (cash contributions and/or in-kind giving)	<ul style="list-style-type: none"> The philanthropy is one of the core values of the ZED corporate culture from inception. ZED's total philanthropy budget devoted and realized for the year 2009 was 22.000 Euro. ZED plans to increase

	<p>this contribution as 9 % in the year 2010.</p> <ul style="list-style-type: none">▪ ZED gives support and provides scholarships to 20 students (secondary schools and universities) each year.▪ ZED gave scholarships to the students registered to the "Rain-drop Solidarity Association". The five students were supported financially and completed their education in the year 2009.
<p>Indicator 2: The company analysis the local needs before designing its projects for the community and it carries out educational and/or other campaigns of public interest in the community together with local organizations.</p>	<p>ZED as a sensitive company which observes and knows very well the needs of the community in which it operates and it regularly (twice a year) comes together with the opinion leaders (school directors, mukhtar, religious man, representative of associations etc.) in the region to analyze the real needs of the community.</p>

LABOUR

Principle 3 – Business should uphold the freedom of association and the effective recognition of the rights to collective bargaining;

Principle 4 – the elimination of all forms of forced and compulsory labour;

Principle 5 – the effective abolition of child labour;

Principle 6 – the elimination of discrimination in respect of employment and occupation.

ZED Policy

ZED ensures and acts according to the article numbered 23. of Universal Declaration of Human Rights expresses that every individual has the rights to establish trade union to protect his/her interests and the right to participate to the unions. Every employee has the right to make collective bargaining. ZED supports and ensures the freedom of association and the effective recognition of the right to collective bargaining. ZED acts in accordance with ILO articles and Turkish law, which states the legal age of employment is 15. ZED is against forced labour and child labour and never works or makes partnership agreements with the companies or institutions which do not obey these rules. ZED labour policy guarantees that all employees are able to enjoy a work environment free from harassment and free from discrimination including that of race, colour, national origin, ancestry, religion, marital status, age or gender. Any harassment or discrimination of employees is unacceptable and will not be tolerated. ZED expects its stakeholders and clients to support these guidelines.

5) Company has a freedom of association policy and the effective recognition of collective bargaining.

Indicator 1: Company has policy and procedures involving information, consultation and negotiation with employees over changes in the reporting organization's operations.

ZED supports and ensures the freedom of association and the effective recognition of the right to collective bargaining. The Human Resources department has procedures to follow up the new information and deals with the negotiation process.

6) Company's specific policy against forced labour	
Indicator 1: Forced labour is considered as a potential risk in the sector.	ZED is strictly against forced labour considered as a potential risk also in service sector including the event management and organization. ZED also informs its stakeholders and will continue to create awareness for being against forced labour during 2010 .
Indicator 2: Company has clear guidelines regarding the forced labour.	ZED has a net and standard guidelines followed and audited by Human Resources' Department.
Indicator 3: Company has clear guidelines on working hours, health and safety at work and wages.	<ul style="list-style-type: none"> ▪ ZED has a standard guideline regarding the working hours, health and safety issues at work and at wages. ▪ During the orientation process conducted prior to recruitment, ZED clearly identifies its policy and informs the employee about the working terms and conditions. ZED's employee policies are specified within employment contracts. These contracts clearly state the actual working conditions, health and safety issues and their rights. So, all employees are aware of them and agree upon it before signing.
7) Company has specific policies against forced labour within its supply chain.	
Indicator 1: Company verifies that its supplier's workforce fulfill with a reasonable amount of working hours.	ZED concerns and checks the acts of the companies within its supply chain to understand its policies regarding the labour. Almost all of the companies in supply chain of ZED have reasonable working conditions, such as working hours.

<p>Indicator 2: Company has formal mechanisms to enable transfer its values and principles to the supply chain such as good working conditions, lack of child and slave labour, etc.</p>	<p>ZED has not yet a formal mechanism to transfer its values and principles to the supply chain. However, ZED transfers its values and principles to the companies in supply chain informally through the meetings, company newsletter and web site stressing that it acts strictly in compliance with the Global Compacts Principles. ZED will continue to work on setting a formal mechanism during 2010.</p>
<p>8) Company has a policy prohibiting child labour is defined by the ILO Convention 138.</p>	
<p>Indicator 1: Company has clear guidelines as to child labour prohibition.</p>	<ul style="list-style-type: none"> ▪ ZED has a clear guidelines and acts in accordance with ILO Convention 138 and Turkish law, which states the legal age of employment, is 15. ZED is against juvenile employment and never works or makes partnership agreements with the companies or institutions which do not obey these rules.
<p>9) Company states its equal opportunity policies or programmes as well as monitoring systems to ensure compliance and results of monitoring during its recruiting, promotion, training and dismissal procedures.</p> <p>All ZED employees are accorded equal opportunities during the recruiting, promotion, training and dismissal procedures. Each employee has equal opportunities to develop the knowledge, skills and competence that are relevant to their job. ZED conducts training needs analysis each year regularly to analyze the needs for specific roles within the organization. For instance;</p> <ul style="list-style-type: none"> • Human resources department conducts an orientation programme for each new recruited employee in their first day in the company and they are informed about the rules, organizational structure, promotion and career system and procedures that provide equal opportunities for each employee. • The standard dismissal procedure is also implemented to each employee during the dismissal process. • In 2009, total 6 employees acquired the International Project Management Certificate after a long training period given by IPMA Türkiye. 	

The employees who would get the training program were decided according to their needs and job specification requirements.

10) Company has procedures in place to respond accusations of workplace harassment or bullying.

ZED seeks to eliminate workplace violence and harassment. ZED ensures that all employees are able to enjoy a work environment that is free from harassment and free from discrimination including that of race, colour, national origin, ancestry, religion, marital status, age or gender. Any harassment or discrimination of employees or others at ZED is unacceptable and will not be tolerated. ZED expects also from its stakeholders and clients to support these guidelines. ZED will continue to disseminate information to its stakeholders on workplace violence and harassment **during 2010**.

ENVIRONMENT

Principle 7 – Businesses are asked to support a precautionary approach to environmental challenges;

Principle 8 – undertake initiatives to promote greater environmental responsibility; and

Principle 9 – encourage the development and diffusion of environmentally friendly technologies.

ZED Policy

ZED is an environmentally-conscious company and has a strong sense of responsibility for the environment. ZED is committed to the environment principles declared in the Global Compact Principles and it supports The Rio Declaration on Environment and Development and Agenda 21. ZED continues its efforts to handle the key environmental challenges; in particular, tries to develop its activities in the areas such as research, co-operation, training, and self-regulation that can positively affect the significant environmental degradation and damage to the planet's life support systems, brought by human activity. ZED applies the precautionary principles and seeks to minimize the environmental impact of its activities. Social and environmental impact assessments and reviews are performed regularly throughout the project cycles in accordance with the international standards and requirements. ZED will promote environmental responsibility continuously in every platform in which they operate.

11) Company has a corporate environmental policy & has a precautionary environmental approach or principle.	
Indicator 1: Company has a department/person responsible for environmental issues	ZED has two staff responsible for corporate social responsibility issues auditing the implementation of environmental principles and defining new strategies to minimize the environmental impact of ZED.
Indicator 2: Company has quantified environmental targets that have been defined for the whole company.	ZED's responsible staff defines and sets the environmental targets in January of each new year.

Indicator 3: Company conducts training programmes to increase awareness and responsibility level and to give information on environmental threats to its employees.

- ZED organizes training and awareness programmes (once a year) for its staff in order to achieve continual progress in environmental protection performance.
- ZED regularly gives update information and reminds the responsibilities to reduce impact on environment through the memos and newsletters distributed in house.

Indicator 4: Company has policies and initiatives aimed to reduce greenhouse gas emissions, solid wastes, emissions and discharges, energy consume, water or increase water reuse or aimed to improve biodiversity.

- ZED takes precautionary measures to minimize the environmental impact of its activities. Social and environmental impact assessments and reviews are performed regularly throughout project cycles in accordance with international standards and requirements.
- ZED uses environmental friendly clean technologies, and tries to develop voluntary environmental management systems and environmental standards and to collaborate and exchange information with local, national and international organizations to that end.
- ZED started to implement "**Green Meetings**" approach in the organizations. The aim of greener meetings is to reduce the paper, electricity consumption etc. and to hold meetings that don't cost the earth.
- ZED collects the used paper in special containers owned by the Municipality. ZED collected and sent

	<p>1200 kg used paper for recycling in 2009.</p> <ul style="list-style-type: none"> ▪ ZED also encourages employees to reduce paper consumption and to correspond and communicate through the electronic system. ▪ ZED continuously reminds its staff to reduce water consumption through in house memos. ▪ The oil consumption of the company vehicles are regularly checked by the internal audit system. ZED has a standard system which sets all necessary precautions to reduce the petrol consumption of the vehicles. ZED changed all the company cars with the more economic in fuel and carbon less cars in 2009.
<p>Indicator 5: Incidents of and fines for non-compliance with all applicable international declarations/conventions/treaties and national, sub-national, regional and local regulations associated with environmental issues.</p>	<p>ZED has never received any penalty associated with environmental issues.</p>
<p>12) Company has initiatives to use renewable energy sources and to increase energy efficiency.</p> <p>ZED has an electricity compensation system which collects and turns the waste energy into the reusable energy. The 20% of total electricity consumption of ZED is the recycled electricity provided by the electric compensation system. ZED also has a latest technology, smart air conditioning system which regulates the energy consumption according to the air temperature outside.</p>	
<p>13) Company has criteria for the selection of suppliers that includes environmental policies or management systems.</p>	
<p>Indicator 1: Number of suppliers with environmental policies or management systems.</p>	<p>5 of ZED suppliers have environmental policies and they use environment friendly technologies. ZED always tries to create awareness on environmental issues and implementation of environment friendly principles</p>

	between its suppliers.	
Indicator 2: The effect of the environment policies of suppliers on the cost of the goods and services	The goods and the services of the suppliers who concerns environment and act through, are always costs more. For instance; the cost of a brochure which is printed on a recycled paper with biological ink is two-three times expensive than a brochure printed on normal paper with chemical ink.	
<u>Performance Indicator Analysis</u>		
	2009	2010 (targets) – decrease %
Direct energy use	Total	
electricity - KWh	76.745 1.535 (per person)	5 %
diesel oil(L)	17.500 350 (per person)	6 %
gas (m ³)	17.740 355 (per person)	8%
water use (m ³)	525 11 (per person)	5%
other material use (paper-pack / kg) 1 pack= 4~ kg paper	300 pack/ 1.2 ~ ton	7%
Indirect energy use		
indirect energy use (such as organizational travel) - number of flights of the ZED staff	1134 flights 988 domestic flights 146 international flights	30%

Recycling		
recycling and reuse of energy -KWh	16.823 (22% of total consumption)	5% increase
recycling and reuse of paper - kg	1200	5% increase

ANTI- CORRUPTION

Principle 10 – Businesses should work against corruption in all its forms, including extortion and bribery.

ZED Policy

ZED Event Management and Consultancy is against any kind of corruption in all its forms, including extortion and bribery. ZED has its own informally declared code of conduct as a core value of its corporate culture. ZED works on developing a formal mechanism for increased transparency in its operations. ZED takes consider into its suppliers and all stakeholders approach in anti-corruption.

14) Company has a policy, procedures/management systems, and compliance mechanisms for organizations and employees addressing bribery and corruption.	
Indicator 1: Company has a policy, procedures /management systems controls bribery and corruption acts and disseminate information on anti-corruption.	ZED is against any kind of corruption in all its forms, including extortion and bribery. ZED has its own informally declared code of conduct as a core value of its corporate culture. ZED regularly disseminates information and promotes employee awareness of and compliance with company policy against bribery and corruption.
Indicator 2: Company has a department / staff responsible for controlling bribery and corruption actions.	ZED’s Financial and Administrative Affairs Department has an auditing system which controls the bribery and corruption related acts. The department implements disciplinary procedures defined by informal code of conduct. ZED has prepared a draft formal code of conduct and will continue to work on it in the year 2010.

15) Are all political contributions transparent and made in accordance with applicable laws?

Yes, ZED ensures that the all political contributions provided are transparent and they are always in accordance with applicable Turkish laws.

16) Are all charitable contributions and sponsorships transparent and made in accordance with applicable law?

Yes. ZED is a socially responsible company and provides charitable contributions and scholarships each year. All of them are registered and made in accordance with applicable Turkish law.