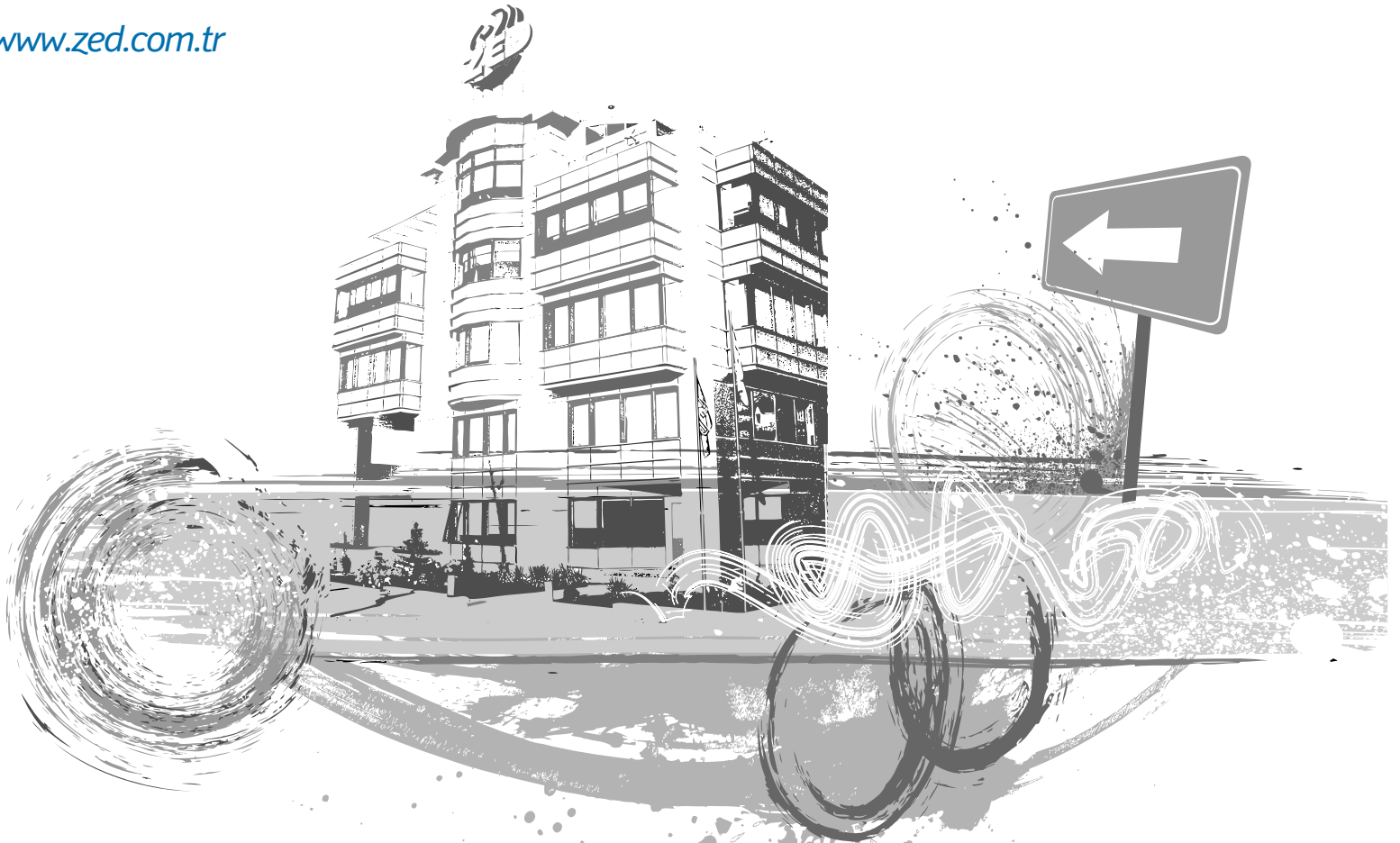


[www.zed.com.tr](http://www.zed.com.tr)



*EVENT MANAGEMENT &  
CONSULTANCY SERVICES*

**ZED** 

*COMMUNICATION ON PROGRESS REPORT  
2014 PERIOD*



**Etkinlik Yönetimi ve Danışmanlığı**  
Event Management & Consultancy



Global solutions in organization...



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## General Information

<b>Company Name</b>	ZED Event Management & Consultancy	<b>Type of Activity</b>	Professional Congress Organizer
<b>Address</b>	Mustafa Kemal Mah. 2132. Sk. No:2 06510 Çankaya/Ankara/TURKEY	<b>Website</b>	<a href="http://www.zed.com.tr">www.zed.com.tr</a>
<b>Telephone</b>	+90 312 219 5700	<b>Number of Employees</b>	52
<b>Fax</b>	+90 312 219 57 01		
<b>Name of the Highest Executive</b>	Mr. Cengiz YAZANEL General Director / Managing Partner	<b>Name of the Contact Person</b>	Mr. Volkan Doğan <a href="mailto:volkan@zed.com.tr">volkan@zed.com.tr</a>

## Company Profile

Since 1992, ZED ([www.zed.com.tr](http://www.zed.com.tr)) 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;

### UN Global Compact\*

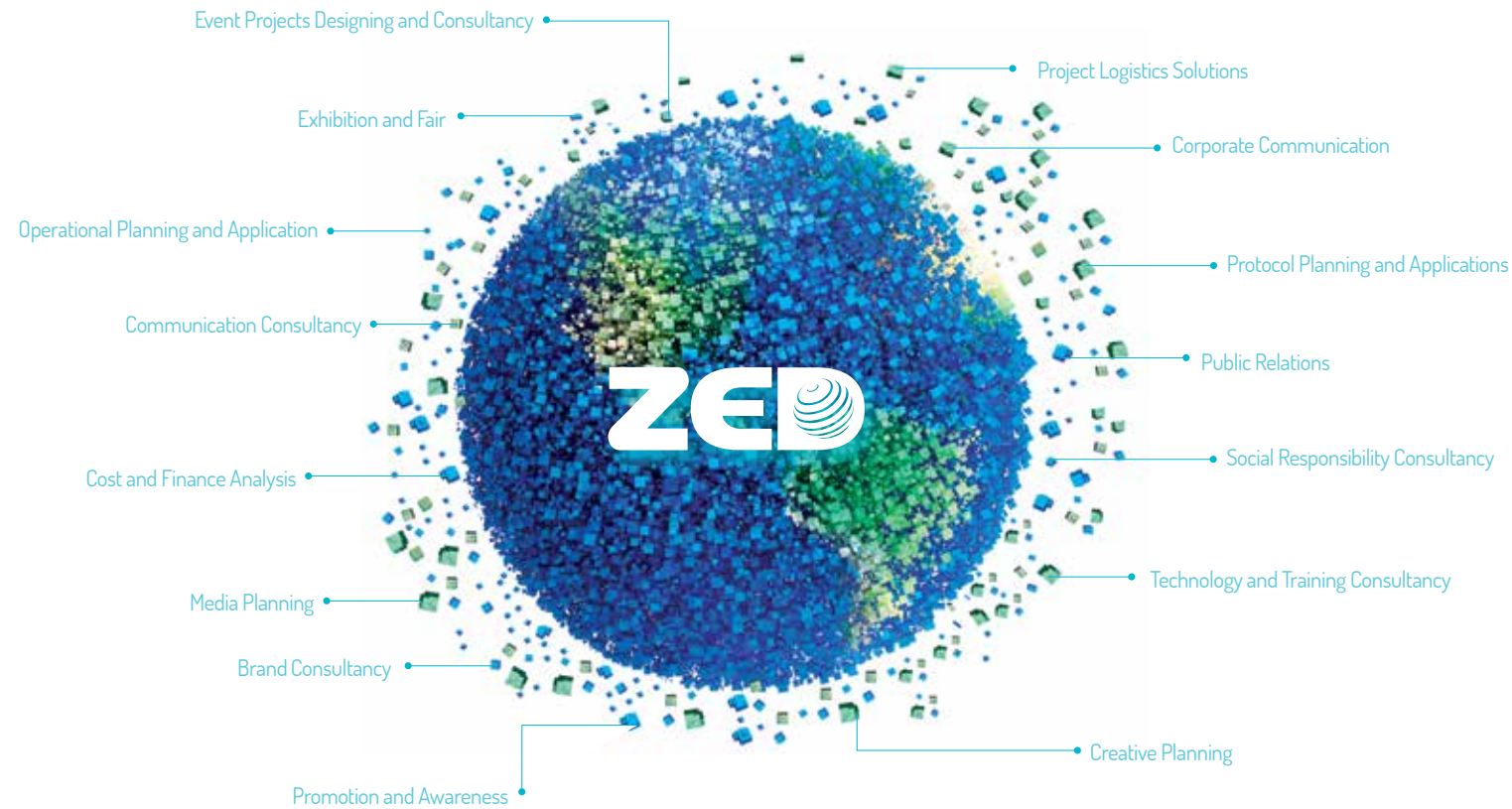
- TÜRSAB (Association of Turkish Travel Agencies)
- IAPCO (International Association of Professional Organizers)
- CSR Turkey (Corporate Social Responsibility Association of Turkey)
- UFTAA (Universal Federation of Travel Agents Association)
- ICVB (Istanbul Convention & Visitors Bureau)
- ICCA (International Congress & Convention Association)
- DPID (Direct Marketing Association of Turkey)
- EFAPCO (European Federation of Associations of Professional Congress Organizers)
- MPI (Meeting Professional International)
- HCEA (The Healthcare and Medical Convention & Exhibitors Association)
- SMID (Social Media Communicators Association)
- ISO 9001 Quality Management System Certificate
- European Sponsorship Association (ESA)

\* First signature in Congress Tourism Sector in Turkey and member of Executive Board of UNGC Local Network since 2009.

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 52 permanent staff and employs 50 to 2000 short-term support staff depending on the scale of the organization.



## SERVICES



Date of Establishment: 1992

Average Financial Turnover: 9.118.153 € (2012-2014)

Employee: 52

Membership: 13



## REFERENCES

### 2020

- 34<sup>th</sup> International Geographical Congress, Istanbul, 3.500 pax (expected)

### 2018

- 24<sup>th</sup> Congress of the International Association of Disability and Oral Health, Istanbul, 1.000 pax (expected)
- 36<sup>th</sup> Congress of the International Board on Books for Young People, Istanbul, 1.000 pax (expected)

### 2017

- 22<sup>nd</sup> World Petroleum Congress, Istanbul, 5.000 pax (expected)
- 21<sup>st</sup> World Congress of Aesthetic Medicine, Istanbul, 1.000 pax (expected)

### 2016

- Congress of the Society of Economic Geologists, Izmir, 600 pax (expected)

### 2015

- 32<sup>nd</sup> World Veterinary Congress, Istanbul, 2.000 pax (expected)
- 17<sup>th</sup> World Congress of the World Federation of the Deaf, Istanbul, 1.300 pax
- 20<sup>th</sup> Soroptimist International Convention, Istanbul, 1.400 pax

### 2014

- 2<sup>nd</sup> European Conference of the Earthquake Engineering and Seismology, Istanbul, 1.200 pax
- 18<sup>th</sup> IFOAM World Organic Congress, Istanbul, 1.100 pax
- EU Communication Project of EU Delegation to Turkey

### 2013

- 32<sup>nd</sup> Congress of the International Union of Leather Technologists and Chemists Societies, Istanbul, 1.000 pax
- 19<sup>th</sup> International Symposium of Adapted Physical Activity (ISAPA 2013), Istanbul, 850 pax
- 1<sup>st</sup> International Uroanatomy Congress Izmir, 300 pax
- 3<sup>rd</sup> ENSACT Biennial Joint European Conference, Istanbul, 1.000 pax

### 2012

- 23<sup>rd</sup> International FoodMicro Congress, Istanbul, 900 pax
- 23<sup>rd</sup> European Corrosion Congress, Istanbul, 850 pax
- 15<sup>th</sup> European Congress on Biotechnology, Istanbul, 850 pax
- GAP Action Plan, Communication & Promotion Project

### 2011

- 4<sup>th</sup> United Nations Conference on the Least Developed Countries, 15.000 pax
- 22<sup>nd</sup> World Mining Congress and Expo, Istanbul, 1.500 pax
- 8<sup>th</sup> European Clay Congress, Antalya, 800 pax
- Turkish Air Force 100<sup>th</sup> Year Activities, Izmir
- GAP Action Plan, Communication & Promotion Project

### 2010

- Expo 2010 Shanghai, Consultancy Services for Planning, Management and Public Relations of Pavilion of Turkish Republic, Shanghai, 15.000 pax
- Southeast European Countries Istanbul Summits, 550 pax
- Conference on Interaction and Confidence Building Measures in Asia, Istanbul, 445 pax
- GAP Action Plan, Communication & Promotion Project

## 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 Network as being one of the 7 representatives of the Global Compact Turkey Local Network Steering Committee, which is then formed by the representatives of the institutions (Aksa Acrylic, ARGE Consulting, Koç Holding, Sabancı Holding, TİSK, TÜSİAD, ZED) 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 now Board of Directors of Global Compact Network Turkey together with other board members and all other signatories.

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 2014.



Cengiz YAZANEL

General Director / Managing Partner  
ZED Event Management & Consultancy

## ZED Corporate Social Responsibility

ZED has been operating for 22 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 honor 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 by 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 to 50 different NGOs who represent different sectors in Turkey.

Therefore, ZED's 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 Network Turkey

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 since 2006. As a part of the Steering Committee, ZED aims to support 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.

As a member of Steering Committee in Turkey, ZED tries to reach to other sectors and companies in the UN Global Compact Networking system in Turkey after the Steering Committee Meeting that was held in 2014.

### Human Rights

Since ZED's General Director, Mr. Cengiz YAZANEL added his name to the CEO Statement declared on the occasion of the 60<sup>th</sup> Anniversary of the Universal Declaration of the Human Rights at November 2008, ZED expressed its commitment, respect and support to Human Rights.

ZED has given special importance to Human Rights and all the events that was done after 2008 aimed directly at purpose. All forthcoming events will be done under the respect of this issue.

### Partnership with NGO's

- ZED gave financial support to the EU Communication Project of EU Delegation to Turkey in 2014 and will continue its support in 2015.
- ZED gave financial support to the one-day meeting "Empowering Women in the Workplace, Marketplace and Community" co-organized by Republic of Turkey Ministry of Family and Social Policies, BPW, Global Compact Network Iraq, Global Compact Network Turkey, Global Compact Network GCC States.
- ZED, together with Global Compact Network Turkey, Istanbul Chamber of Commerce, PRIME, UNDP and Synergos has organized Business for Peace Annual Event in 2014.
- ZED gives financial and organizational support to Deaf Federation of Turkey for the organization of World Congress of the Deaf Federation to be held in 2015 in İstanbul.
- ZED has partnership agreements with nearly ten associations and foundations to bring international and/or European Congresses to Turkey.



ZED together with Buğday Association has organized the "Organic World Congress 2014" in İstanbul.



ZED gives continuous support to Deaf Federation of Turkey for the organization of "17th World Congress of the World Federation of the Deaf" in İstanbul to be held in 2015.



ZED gives continuous support to Aesthetic Medicine Society in Turkey for the "World Congress of Aesthetic Medicine" in 2015.



ZED's cooperation with Society of Publications for Children and Young Adults which brought the "IBBY International Congress 2018" to İstanbul.

#### Supports to Students in 2014

- ZED regularly accepts students from TOBB University to complete their internships. 1 student worked in and completed their internship period successfully.
- ZED financially supported **17** secondary school and university students in the year 2014.
- ZED gave financial support to Galatasaray Sports Club Ladies Basketball Team.
- ZED gave financial support to Ankara Metin Oktay Elementary School, Parent-Teacher Association in 2014.

#### Lectures in 2014

- Mr. Cengiz Yazanel, April 2014, "The Practices on Entrepreneurship & Leadership", TOBB University
- Mr. Cengiz Yazanel, November 2014, "Congress Tourism & Turkey", Başkent University
- Mr. Safa UNAL, May 2014, "Making Business in Congress Tourism", in TOBB University

#### Environment Sensitive Organizations

ZED gives special importance and care to the environmental issues 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.

ZED will encourage its sub contractors using green tools in their works. Recycled equipments become very important in ZED events.

ZED understands and gives even more importance to carbon food print of the attendees each year and tries to offset their carbon consumption in all its events.

## 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's 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 & 2015 targets
<p><b>Indicator 1:</b></p> <ul style="list-style-type: none"> <li>Fulfillment of Human Rights Policies</li> <li>Organizational structure where the human right policy is implemented and risk management map to evaluate the company human rights impacts</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>Each year Human Resources Department develops a risk management map and auditing standards to evaluate the company's human rights impacts. HR Department develops a new and more efficient system each year renewing the previous one based on the past years' experiences and future expectations.</li> </ul>

	<ul style="list-style-type: none"> <li>ZED maintains a policy of strong commitment on health and safety issues and provides healthy working conditions and health insurance policy for all employees.</li> <li>ZED ensures non-discrimination in its business practices.</li> <li>ZED provides highest standards in physical working environment conditions such as lighting, heating, ventilation and air-conditioning and in safest work practices.</li> <li>ZED ensures that every individual has the right to have education. The employees are encouraged to develop themselves and the way of business through various trainings.</li> <li><b>In 2014</b>, 4 project coordinators received Informatics Officer certificate given by TURSAB.</li> <li>ZED's support to its employees training will continue in <b>2015</b>.</li> </ul>
<p><b>Indicator 2:</b> Company takes into consideration the human rights impacts as part of investment procedures.</p>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>



2) Company communication to the employees its ethical values and principles	
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 equally to all employees.	
Indicators	ZED Approach & Practices & 2015 targets
<b>Indicator 1:</b> The number of communications sent by company to the employees on corporate ethical values and principles	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Indicator 2:</b> Company's formal mechanisms to hear, evaluate, and follow up positions, concerns, suggestions and criticisms by employees on human rights to improve the internal process	<ul style="list-style-type: none"> <li>ZED conducts annual questionnaire 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.</li> </ul>
3) Company policy to evaluate and address human rights performance within the supply chain and contractors	
Indicators	ZED Approach & Practices & 2015 targets
<b>Indicator 1:</b> The number of suppliers that are in accordance with international standards of total suppliers	<ul style="list-style-type: none"> <li>ZED concerns the standards and international certificates of its subcontractors. All 28 suppliers have international standards and certificates. ZED aims to increase this number in the year <b>2015</b>.</li> </ul>

4) Company involvement in promoting human rights in the local community	
Indicators	ZED Approach & Practices & 2015 targets
<b>Indicator 1:</b> 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"> <li>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 <b>2014</b> was <b>18.900 Euro</b>. ZED plans to increase this contribution as in the year <b>2014</b>.</li> <li>ZED gave support and provided scholarships to <b>17 students</b> (secondary schools and universities) in <b>2014</b>.</li> </ul>
<b>Indicator 2:</b> The company analyzes 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.	<ul style="list-style-type: none"> <li>ZED as a sensitive organisation 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.</li> </ul>

## 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's Policy

ZED ensures and acts according to the article numbered 23 of Universal Declaration of Human Rights expresses that every individual have the right 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.

Indicators	ZED Approach & Practices & 2015 targets
<p><b>Indicator: 1</b> Company has policies and procedures involving information, consultation and negotiation with employees over changes in reporting organization's operations.</p>	<ul style="list-style-type: none"> <li>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.</li> </ul>

### 6) Company's specific policy against forced labour

Indicators	ZED Approach & Practices & 2015 targets
<p><b>Indicator 1:</b> Forced labour is considered as a potential risk in the sector.</p>	<ul style="list-style-type: none"> <li>ZED is strictly against forced labour considered as a potential risk also in service sector including the event management and organization.</li> <li>ZED continuously brief its stakeholders and will continue to create awareness for being against forced labour <b>during 2015.</b></li> </ul>
<p><b>Indicator 2:</b> Company has clear guidelines regarding the forced labour.</p>	<ul style="list-style-type: none"> <li>ZED has a net and standard guidelines followed and audited by Human Resources' Department.</li> </ul>
<p><b>Indicator 3:</b> Company has clear guidelines on working hours, health and safety at work and wages.</p>	<ul style="list-style-type: none"> <li>ZED has a standard guideline regarding the working hours, health and safety issues at work and at wages.</li> <li>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.</li> </ul>

### 7) Company has specific policies against forced labour within its supply chain.

Indicators	ZED Approach & Practices & 2015 targets
<p><b>Indicator 1:</b> Company verifies that its supplier's workforce fulfill with a reasonable amount of working hours.</p>	<ul style="list-style-type: none"> <li>ZED concerns and checks the acts of the companies within its supply chain to understand its policies regarding the forced labour. Almost all of the companies in ZED's supply chain have reasonable working conditions, such as working hours.</li> </ul>

<p><b>Indicator 2:</b> 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>	<ul style="list-style-type: none"> <li>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 <b>2014</b>.</li> </ul>
<p><b>8) Company has a policy prohibiting child labour is defined by the ILO Convention 138.</b></p>	
<p><b>Indicators</b></p>	<p><b>ZED Approach &amp; Practices &amp; 2015 targets</b></p>
<p><b>Indicator 1:</b> Company has clear guidelines as to child labour prohibition.</p>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<p><b>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.</b></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"> <li>Human resources department conducts an orientation programme for each new recruited employee on 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.</li> <li>The standard dismissal procedure is also implemented to each employee during the dismissal process.</li> <li><b>In 2014</b>, 4 project coordinators received Informatics Officer certificate given by TURSAB.</li> <li>The employees who would get the training program were decided according to their needs and job specification requirements.</li> </ul>	

<p><b>10) Company has procedures in place to respond accusations of workplace harassment or bullying.</b></p>
<p>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 <b>during 2015</b>.</p>

## 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's 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.

Indicators	ZED Approach & Practices & 2015 targets
<p><b>Indicator 1:</b> Company has a department/person responsible for environmental issues</p>	<ul style="list-style-type: none"> <li>ZED has <b>two staffs</b> responsible for corporate social responsibility issues auditing the implementation of environmental principles and defining new strategies to minimize the environmental impact of ZED.</li> <li>All ZED employees are conscious about environmental issues and are sensitive to their environment.</li> </ul>
<p><b>Indicator 2:</b> Company has quantified environmental targets that have been defined for the whole company.</p>	<ul style="list-style-type: none"> <li>ZED's responsible staff defines and sets the environmental targets in January of each new year.</li> </ul>

<p><b>Indicator 3:</b> Company conducts training programmes to increase awareness and responsibility level and to give information on environmental threats to its employees.</p>	<ul style="list-style-type: none"> <li>ZED organizes training and awareness programmes (once a year) for its staff in order to achieve continual progress in environmental protection performance.</li> <li>ZED regularly gives update information and reminds the responsibilities to reduce impact on environment through the memos and newsletters distributed in house.</li> <li>ZED has given its personnel a 1-day "<b>Workplace Safety Training</b>" to inform and help them avoid workplace related accidents.</li> <li>ZED has given its personnel a 1-day "<b>Fire Safety Training</b>" to increase their knowledge and sensitivity level to probable fire incidents. This was an applied training in which each employee learn how to use fire-extinguisher.</li> </ul>
<p><b>Indicator 4:</b> 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.</p>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>ZED collects the used paper in special containers owned by the Municipality. ZED collected and sent <b>249 kg</b> used paper for recycling in <b>2014</b>.</li> </ul>

	<ul style="list-style-type: none"> <li>• ZED also encourages employees to reduce paper consumption and to correspond and communicate through the electronic system.</li> <li>• All ZED personnel are sensitive enough to using recyclable paper and re-use those papers underused for unimportant correspondences.</li> <li>• ZED continuously reminds its staff to reduce water consumption through in house memos.</li> <li>• 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. <b>ZED used more economic in fuel and carbon less cars in 2014 and aims to further reduce its fuel-oil consumption during 2015.</b></li> </ul>
<p><b>Indicator 5:</b> 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>	<ul style="list-style-type: none"> <li>• ZED has never received any penalty associated with environmental issues.</li> </ul>
<p><b>12) Company has initiatives to use renewable energy sources and to increase energy efficiency.</b></p>	
<p>ZED has an <b>electricity compensation system</b> 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><b>13) Company has criteria for the selection of suppliers that includes environmental policies or management systems.</b></p>	
<p><b>Indicators</b></p>	<p><b>ZED Approach &amp; Practices &amp; 2015 targets</b></p>
<p><b>Indicator 1:</b> Number of suppliers with environmental policies or management systems.</p>	<ul style="list-style-type: none"> <li>• <b>13</b> 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 between its suppliers.</li> </ul>
<p><b>Indicator 2:</b> The effect of the environment policies of suppliers on the cost of the goods and services</p>	<ul style="list-style-type: none"> <li>• The goods and the services of the suppliers who concerns environment and act through, always cost 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. Yet, considering the environment and taking into considering customer needs we try to use organic materials in events we organize.</li> </ul>

## ANTI-CORRUPTION

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

### ZED's 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.	
Indicators	ZED Approach & Practices & 2015 targets
<p><b>Indicator 1:</b> Company has a policy, procedures / management systems controls bribery and corruption acts and disseminate information on anti-corruption.</p>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<p><b>Indicator 2:</b> Company has a department / staff responsible for controlling bribery and corruption actions.</p>	<ul style="list-style-type: none"> <li>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 its formal code of conduct and will continue applying it in its works in the year <b>2015</b>.</li> </ul>

### 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 laws?

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

WE BELIEVE IN NETWORKING



 [facebook.com/ZedEvents](https://www.facebook.com/ZedEvents)

 [twitter.com/ZedEvents](https://twitter.com/ZedEvents)

Performance Indicator Analysis		
	2014	2015 (targets) Increase / Decrease (%)
<b>Direct Energy Use</b>	<b>Total</b>	
Electricity - KWh	61.815,07 1.188 (per person)	3% decrease
Diesel oil (L)	14.894,63 286 (per person)	2% decrease
Gas (m <sup>3</sup> )	15.043,9 272 (per person)	3% decrease
Water Usage (m <sup>3</sup> )	454,7 8,74 (per person)	2% decrease
Other material usage (paper-pack / kg) 1 pack= 4~ kg paper	258 pack/ 1 ~ ton	2% decrease
<b>Indirect Energy Use</b>		
Indirect energy usage (such as organizational travel) - number of flights of the ZED staff	1187 flights 1070 domestic flights 117 international flights	20% decrease
<b>Recycling</b>		
Recycling and reuse of energy - KWh	16.253,3 (20% of total consumption)	2% increase
Recycling and reuse of paper - kg	249	3% increase

