

## COMMUNICATION ON ENGAGEMENT (COE)

YASAMA DAIR VAKIF



Period covered by this Communication on Engagement:  
From 30 September 2014 to 30 September 2016

### Statement of Continued Support by the Chief Executive

Oct 28, 2016

I am pleased to confirm that Yaşama Dair Vakıf (YADA Foundation) reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. In our day-to-day operations we are committed to advancing the Principles to our co-workers, partners and participants of our projects. We will continue to advocate for more accountability and better cooperation between business, public sector, and civil society sector in Turkey.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication

Moving forward, we will continue to support and advance this work within our networks to promote partnerships, evidence-based policies, and programs to reduce harmful contribution to economic and social development. YADA Foundation reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption.

We welcome your feedback on this Communication on Engagement contents; please contact us at: [irhabit@Yada.org.tr](mailto:irhabit@Yada.org.tr).

Pinar Gurer

President

Yaşama Dair Vakıf

## About Yaşama Dair Vakıf

Yaşama Dair Vakıf (YADA Foundation) was founded in 2005 with a vision of building bridges between “knowledge” and “society”. YADA aims to produce knowledge regarding the different aspects of social life and convert this knowledge into application.

YADA conducts its work with a team of experts in the fields of political sciences, sociology, communication, statistics, environment and cultural studies. We use the experience we have accumulated to develop new approaches and model implementations in various social areas, with a special focus on civil society sector.

Thus far, we published over 32 reports, 2 books, 1 documentary, 1 guide based on the 38 research projects in the fields of civil society, corporate reputation, corporate social responsibility, environment, youth and social media. We conducted 26 implementation projects with local NGOs, public institutions and universities in over 22 provinces of Turkey.

YADA Foundation in its studies, adopts exploratory qualitative research methods to understand the subjects of its studies in an inclusive and comprehensive way. It is insufficient to only focus on the numerical parallels and differences, to create new categories and to understand characteristics of the individual categories. With the YADA mix-method approach, the descriptive data is expanded by adding the qualitative aspects to understand and describe the research subjects. YADA’s unique approach to clustering in its research allows for a comprehensive approach that takes into account the complicated and multi-dimensional natures of social research.

Aside from our research and implementation projects, we provided consultancy and strategy development support to non-governmental organizations, public sector and private sector institutions. We also, conducted monitoring and evaluation studies for projects carried out by these organizations.

## Our main activities are as follows:

<ul style="list-style-type: none"><li>• Social Research</li><li>• Study Design and Survey Methodology</li><li>• Statistical design and Analysis</li><li>• Project implementation</li><li>• Grant Program Execution</li><li>• Capacity Building</li><li>• Capacity Development studies</li><li>• Impact assessment</li><li>• Stakeholder analysis</li><li>• Local information services about, environment, sustainable development, civil society, etc.</li></ul>	<ul style="list-style-type: none"><li>• Monitoring, performance measurements, and evaluation</li><li>• Dissemination and Knowledge Management</li><li>• Corporate Reputation Research, Analysis and Strategy Development</li><li>• Consultancy and strategy development for NGOs</li><li>• Consultation services for private sector, NGOs and municipalities</li></ul>
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## Communication on Engagement – Yaşama Dair Vakıf

This Communication on Engagement (COE) has been prepared as a stand-alone document. YADA Foundation welcomes the opportunity to make a clear statement of its commitment to the UN Global Compact and its guiding principles. What follows hereafter is a description of the practical actions that the organization has taken to support the principles and social development. These actions relate to the specific activities suggested to civil society participants in support of the Global Compact.

## Description of Actions and Outcomes

We support various stakeholder groups, including companies, NGOs, local communities, in building capacity in social responsibility and sustainability by following the Ten Principles. During our two-year work on regional level we focused on promoting the UN Global Compact mission through the following actions:

- We carried out a number of projects aimed at building cross-sectoral partnerships and strengthening relationships between business and local communities with respect to society and advancing Local Community development. We participate and propose partnership projects on corporate sustainability. We strengthen the dialogue between private sector and CSOs to further their community engagement.
- We offer support and provide practical information to companies who would like to engage more with their stakeholders and become more sustainable. In 2016, we moderate the stakeholder dialogue in Turkey for the World Business Council for Sustainable Development, Unilever and Pirelli, all members of the UN Global Compact.
- Seminars, workshop and conference were conducted that further disseminate the issues promote by UN Global Compact with CSOs and private companies. 47 impact capacity building activities organized as trainings, conferences and workshops.
- Many of our projects, usually related to CSR collaboration are in environment conservation or restoration. In the “Agriculture of the Future” project run by the partnership of Coca-Cola Life Plus Foundation, Ministry of Food, Agriculture and Livestock and Nature Conservation Center and implemented in the Konya Basin within the Life Plus Environment Program; aims to increase the water retention capacity of the soil by agricultural practices, to extend the use of ecosystem approach to enable the efficient use of water and soil and to increase climate change adaptation. The project reached 3000 farmers in the region.
- We develop a series of research regarding Turkish social, political and economic life, which are promoted among academicians, CSOs, and the public sector. This research allows for better understanding and more collaboration among sectors. During the cover period, our research and publications reached 1200 individuals, private companies and public entities.
- Under the many different activities conducted by YADA, we reached via personal meeting with: 2000 CSO representatives, 4015 citizens, 250 public administrators, 50 opinion leaders, 40

private sector representatives, 475 different CSOs, 28 ministries, 17 municipalities, 15 universities, 36 private sector.

- In the 2015 and 2016 period 5 books published; Civil Talks Book, Research Book, CSOs with Data, Perceptions and Approaches Towards Civil Society Organizations, Reputation Management. Perceptions and Approaches for Civil Society Organizations.
- We work closely with UN Women to promote women's economic empowerment. We created a white paper and other documents for reference for UN Women to use in their advocacy work approaching the private sector.
- Under the "Strengthening Civil Society Development and Civil Society-Public Sector Dialogue in Turkey" project, funded by the European Union, we developed a series of trainings for CSOs as a basis for effective engagement and communication with stakeholders in the public and private sectors. 15 spokespersons, 8 panelists and 2 moderators participated in Civil Talks Meeting; representatives of different identities such as Kurds, Armenians, Alevis, Muslims and different fields of work, such as environment, human rights, right to the city, woman's rights, humanitarian aid, disability rights, LGBTI rights, child rights and, soldier rights.
- Many of our activities aim at improving the environment and organizational capacity for civil society and strengthening the capacities of organized active citizens, more effective civic participation in policy processes at all levels. Therefore, improving the mobilization of citizens to have a more direct impact in policy.
- We also support communication activities undertaken either by UN Global Compact and our local Network by sharing and promoting publications. We do so via the webportal Sivil Sayfalar (<http://www.sivilsayfalar.org>). A communication platform run by YADA to promote news relevant to civil society in Turkey. The webportal has over 300 followers. On Civil Pages (Sivil Sayfalar) 1400 articles have been published on subjects such as environment, human rights, child, woman, refugee-migrant-migration, culture, LGBTI, health, youth, education, disability rights, animal rights, urban rights-commuting-bicycle. 70 interviews have been made with civil society organization representatives, specialists and academics. 155 civil society organizations from around Turkey have become a member of Civil Blog (Sivil Blog) and shared 120 articles. 26 civil society organization representatives prepared 40 articles about civil society agenda and shared on Civil Pages. Civil Pages reached thousands of people through social media with a reach of over 10200 likes on Facebook and 2400 followers on Twitter.
- Our Representatives continue to attend and participate various events being conducted at international organizations that promote the principles directly or indirectly such as, UNDP, UN Women, TACSO, European Union Commission and UNESCO.
- In all major events (conferences and workshops) organized or supported by YADA, Human Rights, Labor and Environmental dimension has been expressed – as reflected in the Ten Principles.
- Finally, efforts are taken to ensure that we also apply the Ten Principles in our day to day operations.