

## **COMMUNICATION ON ENGAGEMENT (COE)**

### **Period covered by this Communication on Engagement**

From: 1.1.2018

To: 1.12.2018

### **Part I. Statement of Continued Support by the Chief Executive or Equivalent**

*To our stakeholders;*

*I am pleased to confirm that PWN Istanbul, reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.*

*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.*

*Sincerely yours,*

*Aylin Olsun,*

*President of PWN Istanbul*



## Part II. Description of Actions

COE report of PWN Istanbul is presented with the annual report. This report covers all activities to support to United Nations Global Compact and its principles. As of being a NGO, PWN Istanbul fulfilled its responsibilities for this purpose.

After measurement of outcomes section, all working groups of PWN Istanbul and theirs activities that implement the targets of PWN Istanbul, explained with the corporations that collaborate with them.

Here, PWN Istanbul underlines that many leading companies in Turkey, make cooperation with PWN Istanbul in the related issues, to ensure PWN Istanbul vision such as “**Supporting sustainable existence of women in business life and also rising as leaders**”. The content of “supporting sustainable existence of women in business life” is related with the number 5 of UNDP SDG’s; “gender equality”.

In Turkey, PWN Istanbul is always connecting with several business sectors to perform its mission. With this aspect, PWN Istanbul suggests and develops some cooperations with the leading companies in Turkey and some other NGO’s or professional institutions such as, RVD (Advertisers Association), Arya Girişim etc...All projects that are executed together with these companies and institutions, were presented in the annual report of PWN Istanbul.



**PWN Istanbul supports to the principles of UN Global Compact in the five main areas as follows;**

- 1- PWN Istanbul, suggests some corporate sustainability projects and opportunities to the companies; such as “Engaging men project” , “Diversity Lab” or “Mentoring programs”. In the process of the implementation of projects, PWN Istanbul is always engaging companies in Global Compact related issues and all these working areas ensure to built a sustainable corporate life for men and women.

The mission of PWN Istanbul, draws the attention to the relation of engagement process between the business criterias of companies and the universal principles of human rights and labour conditions; **“Accelerating access to GENDER BALANCE in society and business life; Being an IDEA LEADER on DIVERSITY and**

**gender equality issues; Establishing a PROFESSIONAL NETWORK providing a reliable, accessible, sincere development platform for both women and men”.**

Diversity Lab Programs of PWN Istanbul, continue to accomplish the implementation of diversity policies in the companies that joined to these programs. In fact, diversity policies are related to human rights of UN Global Compact. These Diversity Lab programs continue to develop in several sectors and the institutions with increasing participants.

The vision of “**Supporting sustainable existence of women in business life and also rising as leaders**” of PWN Istanbul, at the same time, can develop the other human rights and labour principles of UN Global Compact. For instance; Principle 1, Principle 3 and Principle 6 are the issues related to with the efforts of PWN Istanbul in the indirect way. Thus, PWN Istanbul makes some meetings with the business leaders to build a awareness about the diversity and gender equality in business life. These issues are universal notions and effect to the business life principles positively to ensure the protections of internationally proclaimed human rights and the elimination of discrimination in respect of employment and occupation.

- 2- PWN Istanbul provides the commentary reports to companies on communication progress with the project that completed between the cooperation with PWN Istanbul and the companies in Turkey that cooperate for these projects.
- 3- PWN Istanbul, supports to the principles of UN Global Compact by informing its own business networking about UN Global Compact related issues and principles. With the wide communication network of PWN, besides its own working areas as NGO, also influences its own business partners to participate to the issues of UN Global Compact Targets.

Its global networking power and the possibility of knowledge sharing in this networking, gives a huge capability to PWN Istanbul working groups to reach the knowledge they need and transform to the related institutions and its national or international partners. In some projects of PWN such as “Diversity Lab” and “Mentoring” were built with the guide of the accumulated knowledge of PWN Global networking.

- 4- PWN Istanbul is always ready to join and partnerships projects with UN Global Compact Local Networks. On the other hand, PWN Istanbul is a part of the global network and its synergy and power, it has the professional working mechanism with UN Global Compact Local & Global Networks.

Until now, PWN Istanbul did not invited to any global or local events of UN Global Compact. But, in the future, PWN Istanbul would like to participate to these kinds of UN Global Compact local& global events and share the projects working on fulfilling its mission.

- 5- PWN Istanbul makes some collaboration with other NGO's and some important institutions in Turkey, such as RVD (Advertisers Association), TOBB (Turkish Union Chambers and Commodity Exchanges), “Yenidenbiz”, “Arya Girişim”. These collaborations expand the awareness of sustainability goals in business life. The representation in the several platforms with other NGO's to have similar targets and missions, contribute to share the principles of UN Global Compact. In 2018, PWN Istanbul started to represent in the same platform with RVD (NGO) to ensure the awareness of concept of “social gender equality”. This platform constituted with the representatives of several leading companies, advertisers, academicians and NGO's. For instance, this platform, now collaborate with TOBB (Turkish Union Chambers and Commodity Exchanges) to support to women entrepreneurs and initiatives. This platform is very newly established and some cooperation can also develop with UN Global Compact in future. These kinds of



cooperation with other NGO's and institutions ensure to take consideration human rights and labour principles in the wide perspective and to develop UN Global Compact related issues as mentioned in UN Global Policy.



### **Part III. Measurement of Outcomes**

The measurement of outcomes can be shown in the increase of people who sign “the equality manifest of PWN Istanbul”. Those who accept the mission and vision of PWN Istanbul, sign this manifest and implement PWN Istanbul principles in their own business life process.

Second measurement criteria are related to the participant numbers in PWN Istanbul Diversity Lab and mentoring programs. In the PWN Istanbul annual report, all figures that showing this participation, were elaborated in detail. How many business leaders signed to the “equality manifest” project of PWN Istanbul, how many women were supported by PWN Istanbul mentoring programs and how many people were effected by “Diversity Lab” developing program etc...

All subjects that worked by PWN Istanbul, constitute a bridge between the business life and the existence of women in business

life, so in these conditions, human rights and labour principles are effected positively with the awareness of diversity and the positive effects and challenges of women in business life. On the other hand, some researches show that if the existence of women in business life increase, the profits of companies are also growing up according to this existence. This condition also has some positive impacts about the economical and social sustainability of business life.



## **Summary & Evaluations of activities - 2018**

- 86 new individual members have met PWN Istanbul, in 2018.
- Since the beginning of 2018, 72 new individual members have been contacted and their orientation process has been completed.
- In the summer period of 2018, a live broadcast has been performed within the programme of “The Tool Bag of Women in Business Life”

with 10 leaders, with the aim of continuing the online communication as well as face to face communication.

- Within the scope of PWN TV – News From Us, we have started to share information from our members as well as our Board of Directors.
- In order to increase the interaction and participation among our members, the "Gamification for Adults" project has been realized by the Individual Membership Group.
- With the understanding of "Unity Creates Power" a 12-week "Working Out Load" group coaching work preparations have been initiated. Within the scope of this coaching programme 5-members small groups shall be established which will support each other for getting their own targets. The programme shall be implemented soon.
- In 2018, 10 new corporate members have joined PWN Istanbul as a corporate member. Employees of these corporate members have the opportunity of developing their leadership skills with the help of volunteer experience under PWN Istanbul roof. They also have the opportunity of getting introduced with professionals from different sectors. In addition, middle and senior managers of our corporate members provide mentoring support (as mentors) to young professionals from different sectors.

These companies are as follows:

- 1- AG ANADOLU GROUP HOLDING INC.
- 2- METLİFE RETIREMENT AND LIFE INC.
- 3- NUMIL FOOD PRODUCTS INDUSTRY AND TRADE INC.
- 4- DERİNDERE TOURISM AUTOMOTIVE INDUSTRY AND TRADE INC.
- 5- AKKÖK HOLDING INC.
- 6- L'OREAL TURKEY COSMETICS INDUSTRY AND TRADE INC.



7- SÜZER HOLDING INC.

8- KIRAÇA HOLDING

9- MEY BEVERAGE

10- TIMEPR

- Strategic Cooperation Working Group, which has been established under the roof of PWN İstanbul, has conducted interviews with RVD (Advertisers' Association) , TOBB (The Union Of Chamber and Commodity Exchanges of Turkey), Yenidenbiz, Arya Initiative and the UN Global Compact according to the values & working areas of PWN İstanbul. Some of the projects have been started to be implemented.
- Yenidenbiz: The Mentoring Working Group of PWN İstanbul has implemented a "Speed Mentoring" project with Yenidenbiz, which is a social initiative that supports women for enabling them to return to business life easily after taking a break.
- RVD (Advertisers Association): PWN İstanbul has taken part within the executive board of the "Gender Equality in Advertising" platform of the Advertisers' Association; thus the first steps of a long-term project have been taken.
- Arya Initiative: A "Men Speak" event has been organized in Izmir and İstanbul. With the help of these events an opportunity has been created to make men talk and evaluate about prejudices and roles of women & men. Additionally; a cooperation has also been started with Arya Initiative, for mentoring and supporting young women.
- TOBB (The Union Of Chamber and Commodity Exchanges of Turkey): As PWN İstanbul, negotiations were held on cooperation with women entrepreneurs as well as young entrepreneurs.
- UN Global Compact: As PWN İstanbul, a commitment has been

made to fulfill the 10 principles of UN Global Compact, in 2015. Within the scope of these commitments, the preparations of the UN Global Compact COE report (in which the contributions and efforts of PWN İstanbul on "Human Rights" and "Working Standards" have been defined) and the annual activity report preparations have been completed.

- In 2017, “Men’s Manifesto Supporting Gender Balance” has been prepared with the participation of CEOs, aiming progress and acceleration on social gender balance and also aiming to get the support of male leaders.
- Afterwards, in order to raise awareness on this subject and to trigger change about social gender equality, an "Equality Ambassador CEOs" project has been initiated in 2018 with CEOs who are role models for change in the public opinion. So far, CEOs of 70 institutions has taken part within this change movement. It is planned to reach to 100 CEOs by the end of 2018.
- With the mission of raising awareness, encouragement and acceleration in companies, 2 new programmes have been realized with the cooperation of our corporate members.

Those are:

- Diversity Lab. & Diversity Studies" workshops
- Compilation of Diversity and Inclusion Practices
- As of February 2018, preparations for "Diversity Lab. & Diversity Studies" workshops have been completed and workshops with corporate members have started to be realized. The satisfaction rate of the workshops has been 93%. According to the received feedback, it has been observed that awareness has been raised among managers.
- PWN İstanbul has accompanied the mentoring journey of more than 80 couples.

- The Mentoring Working Group has completed the accreditation process of the PWN Mentorship structure by the European Mentoring & Coaching Council (EMCC) in 2018, with the aim of increasing the diversity of mentor/mentee support programmes, the benefits they provide to their mentors and their impact area. The studies on accreditation of PWN Mentors are on going.
- 10 Mentor members of the Mentoring Working Group, have formed their own internal trainers by taking the "Training of the Trainer" programme of EMCC. It is aimed that internal trainers will give regular trainings to PWN mentors. It is aimed that internal trainers will give regular trainings to PWN Mentors.
- Additionally, the mentoring infrastructure has been moved to an online platform, in order to expand the impact areas and also to support more mentees. The first application of the online platform has been realized with "Yenidenbiz" by means of giving mentoring support to women, who took a break from business life and wish to turn back.
- The Mentoring Online Platform (Mentornity) has been launched in December 2018. In order to maximize the use of the benefits of both mentors & mentees, there will be a structured process. Additionally; with the feedbacks received from mentors & mentees within the mentoring structure, the progress of the supporting programmes can be sustainable.
- "Best Practices in Mentoring Programmes" have been discussed in Lisbon with the representatives of other PWN city networks. (September 2018)
- In October 2018, the Global Talent Meeting of the Coca Cola Company was held in Çırağan Hotel in Istanbul. In the "Top to Top Talent Submit" meeting, the President of PWN İstanbul Mrs. Aylin Olsun, has shared our examples about the importance of

networking in global networks and the effect of women's cooperation on talent development.

- In November 2018, the Global CHRO of Signify, Regional HR Directors and the Regional CEO have participated in the meeting to discuss the global and local initiatives and cooperation projects on Diversity and Inclusion. Here; our women's employment and leadership development projects within Turkey and PWN Global have been shared as example applications.
- On December 5th, a panel on "Prejudices in Advertising, Woman-Man Roles" has been organized for UNSPED employees and suppliers, in cooperation with the Advertisers' Association.
- In 2018 PWN Istanbul Events Working Group has brought together the individual and the corporate members with 11 events in 11 months and has also created networking and chat environments, with the help of the engaging topics of the speakers.

