WOMEN
ON BOARD
ASSOCIATION
TURKEY

WOB TURKEY IMPACT REPORT

2020-2021

WOMEN
ON BOARD
ASSOCIATION
TURKEY

“

This report has been prepared in order to communicate the activities and impact of WOB Turkey to its stakeholders.

”

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ON BOARD
ASSOCIATION
TURKEY

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ABOUT WOB TURKEY

Established on January 2017, the main objective of the **Women on Board Association Turkey (WOB Turkey)** is to promote social development by increasing female representation on boards.

WOB Turkey works with the mission to undertake an advocacy role Ï 2 Šöö :HŠòµØ ö®µ2: 2µÐŠ2®Þ Ð HØµ : §ÞŠö Š ® µ§ equal gender representation on Boards and to help women develop themselves for this purpose.

The origin of our association is the **Cross-Company Mentoring Program for More Women on Boards,** HØµ Û2:H Ï 2ÿŠHÞ H serve this purpose and created in 2012 by RŠ ®µ æŠ@Ï2ÐÞö) Mentor Consulting Executive Partner and **Burçak Güven,** Journalist and Clinical Psychologist.

The Women on Board Program was initiated in order to expand the pool of women "ready" to play their role in support of the increase Ï ÏµÿŠöµ 2µ/2µ:µ HŠHÞ ¦ Š2®:. XH Þ: ÀP2òµoZ: Û §µ2HÞÛ§ŠHµ /2 Ð2Šÿ Š§§2µ®ÞHµ® ¦o 2µ:/µ§Hµ® Š§Š® One of the main elements of the program is the Mentoring system between companies that gives the opportunity to be Mentored by the country's most effective business people and opinion leaders. During each 18 month-period, our Mentors play an important part by working with new female Mentees and helping them prepare for their role on Boards.

Ç HÞö i HØµ Û2:H HØ2µµ Hµ2ÿ: ØŠhµ ¦µµ § ÿ/öµHµ® level female executives graduating and the fourth term of the Women on Board Program has begun in January 2020. With the participation of 60 new leading women the **WOB Turkey Mentee network has reached 197 persons.** ÀØµ ÛÏHØ Hµ2ÿ Ï HØµ /2 Ð2 planned between January 2022 - June 2023.

While carrying out this unique program, WOB Turkey is also working as **communications, cooperation, awareness and information sharing platform** in order to increase female representation on boards.

OUR CORPORATE SUPPORTERS

TÜRK TUBORG A.Ş.

AKKÖK HOLDİNG

BOYNERGRUP

AKBANK

ZORLU

Koç

YILDIZ HOLDING

Dogan

Fibo

ALARKO

Türk Telekom

Limak

ÇALIK HOLDİNG

“

“**This impact report** covers the activities carried out by the Women on Board
:: §ÞŠHÞ ÀP2òµo @à„ ÀP2òµoA) Š L/2 ÛH 2ÐŠ ÞyŠHÞ)
The report has been prepared in line with the basic concepts and principles of the International Integrated Reporting (IR) Framework developed by the International Integrated Reporting Council (IIRC).

X P2 :µ§ ® Þÿ/Š§H 2µ/ 2H) iµ :ØŠ2µ Ø i P2 Š:: §ÞŠHÞ PHÞ
participation fee, grant support, donor and volunteer sources, and the impact this has had, includes our activities carried out by our Board of Directors and Committees during our fourth program period.

We are pleased to present our 2020-2021 Impact Report to all of our supporters and other stakeholders.”

”

WITH OUR IMPACT REPORT OUR OBJECTIVES ARE

- To embody the effects of becoming an association
- To become more accountable
- To observe and develop the outputs obtained
- To constantly improve ourselves and advance
- To ensure that the willingness of our donors and stakeholders to support us and act as our ambassadors on the subject of social gender equality continues
- To provide the opportunity for our new/potential stakeholders to be encouraged to support our activities

WOB TURKEY AND UN GLOBAL COMPACT

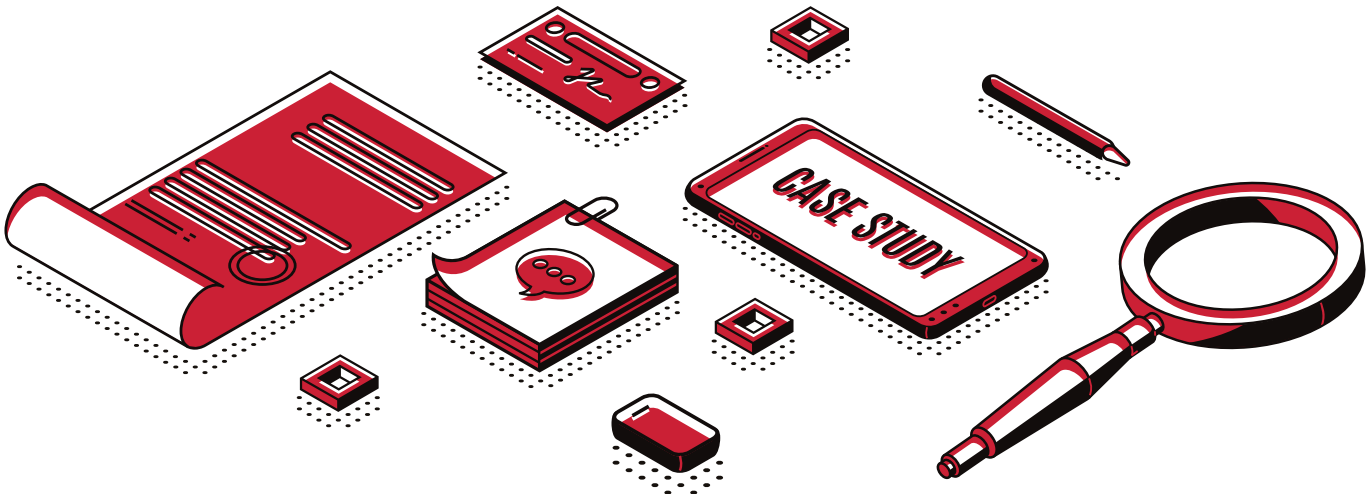
WOB Turkey signed the UN Global Compact Principles Agreement in 2021, the world's most progressive corporate sustainability initiative.

The ten principles of the UN Global Compact Principles Agreement are derived from; the Universal Declaration of Human Rights, the International Labor on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

While WOB Turkey aligns its policies with its primary purpose of supporting social development by increasing the number of women on Boards, the association is committed to supporting and promoting the UN Global Compact Principles and Global Goals in the areas of human rights, labor standards, the environment, and anti-corruption.

WOB Turkey, in line with the basic principles of ensuring gender balance in Turkey and for this purpose trying to provide a more inclusive and egalitarian approach for women in the business world, diversity, being in an open and collaborative approach to all similar associations, formations, programs, advocating equality of opportunity, including women from different disciplines and different backgrounds in Turkey on the way to board membership, the Women on Board Program serves this mission through the activities that Committees carried out, published reports, and numerous other similar awareness-raising, advocacy, and activities.

- OUR CAPITAL
- INPUTS/OUTPUTS
- MENTORS
- MENTEES



OUR CAPITAL

INTELLECTUAL CAPITAL

- Program Content (Curriculum)
- Mentor Interview Methodology
- Data Bank

FINANCIAL CAPITAL

- EU Fund and Grants
- Corporate Supporters
- Mentee Program Fee

SOCIAL CAPITAL

- Network of Mentors
- Network of Mentees
- Collaborations (Lobbying, Advocacy, and Networking)
- Partnerships to Strengthen

HUMAN RESOURCES CAPITAL

- Our Volunteers (Mentors, Alumni, Committee Members, Competence Evaluating Firm)
- Advisory Board
- Board of Directors
- Audit Board
- Our Team
- Our Instructors

INPUTS/OUTPUTS

DEVELOPMENT	• Curriculum • Experts • Instructors • Mentees • Mentors	• Satisfaction survey • Program evaluation report • Number of trainings • Number of persons trained
PLACEMENT	• Interviews with board chairpersons • Wob turkey graduate album • Regular events (lunch, panels)	• Social events organized • Panels organized • Women appointed to the boards
AWARENESS	• Speakers • Domestic / Foreign sources • Good examples • Digital / print press contents • Invitation to events	• Panel, event, meeting organized • Data Bank • Social media - followers, retweets, interaction • Events participated to as Speaker, panelist
ADVOCACY AND LOBBY	• Face-to-face contact with cooperating organizations • Contact with the public sector • Advocacy training	• Collaborations established • Joint projects • Participation in advocacy training
SUSTAINABILITY AND RESOURCE SUPPLY	• Fund • Number of projects carried out for grant • Corporate supports	• Mentee program fees • Funds obtained • Grants

MENTORS:

- They contribute to an important transformation in society and the business world with their knowledge and experience.
- ÀØµo Š::Þ:H Þ §2µŠHÞ Ð Š hµ2o ®Þhµ2:ÞÛµ® HŠöµ H / ö Ï 2
- They have the possibility to get to know high level women executives with big potential and can recommend them when the appropriate occasion arises.
- They have the opportunity to present more women candidates for board membership.

MENTEES:

- They prepare more powerfully to their part as board members by working with our country's business leaders.
- They develop their knowledge, experience and areas of expertise thanks to their mentors.
- They develop their awareness concerning their expectations from board ÿµÿ¦µ2:ØÞ/3 HØµo µn/Š ® HØµÞ2 § ÿ/µHµ §µ: HØ2 PÐØ §µ2HÞ other opportunities.
- They have opportunities to take steps that will have a positive impact on their careers.

MAIN ACTIVITIES

DEVELOPMENT (2020-2021)

MAIN ACTIVITY:
EXPLANATION:

RELATED COMMITTEES:

Mentee training program (number of classes)
28

Hours of training
42

Persons trained
60

Instructors from abroad
4

Accreditation of the program by a foreign institution
0

The average points resulting from the training program satisfaction survey out of 5
4,66

New training topics added
11

Mentee competency assessment interview (interview hours)
120

Mentee attending feedback session (who has completed competency evaluation module)
60

Special training / workshop directed at the wob turkey management team (numbers)
1

Training programs opened to the participation of previous mentees (number of classes)
3

Training programs for mentors (number of lessons)
14

DEVELOPMENT (2020-2021)

MAIN ACTIVITY:
EXPLANATION:

RELATED COMMITTEES:

Mentor training hours
21

Mentor training (number)
40

Average hours of meetings with mentor
8

The satisfaction rate of mentors
(OUT OF 5)
4

Mentoring process - curriculum design for mentors
1

New term mentor pool mix – chairperson of board of directors ratio (out of 100)
%40

The ratio of mentors who recommend/give mentee (out of 100)
%40

Average number of mentoring interviews
8

Hours of evaluation meeting with the candidate mentee
130

Percentage of mentee who completed the program (out of 100)
%100

AWARENESS (2020-2021)

MAIN ACTIVITY:
EXPLANATION:

RELATED COMMITTEES:

Communication in the visual press (TV, internet TV)	13
Communication the printed press (newspaper / journal)	32
Communication in the online press (web-based news sites)	40
Media collaboration, series of articles	0
Content creation for press bulletins	8
Contact to the journalist	7
WOB Turkey video production	9
Social media advertising (amount spent)	Á È . Â Å
Effective social media campaign setup	9
Instagram followers (as of December 2021)	8.588
LinkedIn followers (as of December 2021)	12.436

AWARENESS (2020-2021)

MAIN ACTIVITY: Awareness (Communication, Networking, Information Portal)

EXPLANATION: Raising awareness of women candidates for the Boards, leaders and institutions on gender equality

RELATED COMMITTEES: External Communication, Internal Communication, Information wŠ ŠÐµÿµ H Š ® (ÞÐÞHŠöÞyŠHÞ) ! /µ2ŠHÞ

Creating podcast content	36
YouTube content creation	22
WOB Turkey activity e-bulletin sharing	5
WOB Turkey assignment e-bulletin sharing	2
Event organized by WOB Turkey (Panel)	9
Event organized by WOB Turkey (Zanzi)	14
Event organized by WOB Turkey (Breakoutroom)	7
Event organized by WOB Turkey (Orientation)	1
Event organized by Turkey (Graduation/ Launch)	3
Event organized by WOB Turkey (Pandemic time webinars)	7
WOB Turkey panels general participation rate (for all mentees)	%44
WOB TURKEY Zanzi meetings participation rate (for all mentees)	%20

AWARENESS (2020-2021)

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RELATED COMMITTEES: External Communication, Internal Communication, Information wŠ ŠÐµÿµ H Š ® (ÞÐÞHŠöÞyŠHÞ) ! /µ2ŠHÞ

WOB Turkey mandatory term events (Panel/Orientation, Graduation, Launch) Participation Rate (Relevant Semester Mentees)

%92

Development of a satisfaction indicator tool (number)

1

Documentation of institutional memory of the committee (number)

1

The event to which WOB Turkey was invited as a speaker (Panel/Summit/Speaker/number)

15

To be deserving award

1

Permitted mentor database (103 individuals)

15

Permitted mentee database (197 individuals)

112

Permitted stakeholder database (422 individuals)

0

Average website clicks per month

1.193

Average monthly website views

1.683

WOB Turkey "Impact Report" publication

1

AWARENESS (2020-2021)

MAIN ACTIVITY: Awareness (Communication, Networking, Information Portal)

EXPLANATION: Raising awareness of women candidates for the Boards, leaders and institutions on gender equality

RELATED COMMITTEES: External Communication, Internal Communication, Information wŠ ŠÐµÿµ H Š ® (ÞÐÞHŠöÞyŠHÞ) ! /µ2ŠHÞ

Website improvement
(ease of use, menu such as reviewing structures)
4

Report/ article publication& research collaboration
0

Platform purchase and installation
1

Internal communication platform (YKKD App) Utilization Rate
%2

Internal Communication Platform (YKKD App) download rate
%8

Creation of the digital album
0

Number / proportion of mentees participating in the digital album
0

Number of mentors who act as spokespersons of YKKD in foreign world events
0

E-bulletin for mentors (number)
0

PLACEMENT (2020-2021)

MAIN ACTIVITY:
EXPLANATION:
RELATED COMMITTEES:

Placement-oriented one-to-one contact with the business community (Board Chairperson/Board member/WOB Turkey mentor)	53
Number of mentees assigned (independent, consultant, group, NGO)	82
Number of placement requests from WOB Turkey (17), number of placed	6
Ensure the album is delivered to the target audience (number) (business world, mentors, headhunters)	800
Creation of the WOB Turkey placement tool (number)	5
Development and application of the WOB Turkey placement process (number)	2
Sending letter to Board of Directors chairs (reminder prior to GA)	424
Sending congratulatory packages to female executives and board appointees (number)	122
Communication with various headhunting institutions	10
Preparation of WOB Turkey database, processing of data, updating of database	2
Different design of process-material with focus on international placement	4
Internationally oriented webinar (number)	6

PLACEMENT (2020-2021)

MAIN ACTIVITY: Placement
EXPLANATION: Supporting our graduates' appointments to the Boards
RELATED COMMITTEES: Placement, Mentor, Mentee, Cooperation

Number of institutions with the subject of placement, excluding business world (e.g., NGO, public...)
(cooperation committee)

1

Number of international institutions with placement contact

3

Number of placement-oriented presentations for mentors

20

Number of different competencies in the mentee pool for the new term
(Mentee Committee)

8

Number of placement-focused mentor committee coffee talks groups

15

Number of diverse sectors in the new term's mentee pool
(mentee committee)

23

Percentage of general manager positions in the new term's mentee pool
(mentee committee)

%28

ADVOCACY AND LOBBYING (2020-2021)

MAIN ACTIVITY:
EXPLANATION:

RELATED COMMITTEES:

Project carried out jointly with the target institutions	Contact the institution	Contact the foreign institution/ person	WOB Turkey London Chapter Foundation
1	11	3	0

December 2021					
Page Followers	8.588	3.654	1.432	12.436	681
Post Access	4.701	64.228	10.900	-	4.000
Interaction	2.715	139	233	5.267	-
Broadcast Viewing	-	-	-	109.631	448
Page Views	-	-	-	113.319	-

SUSTAINABILITY AND RESOURCE SUPPLY

MAIN ACTIVITY:
EXPLANATION:
RELATED COMMITTEES:

Institutional support from corporation	15
Project fund support received	0
Grant amount received	0
Creation of application document	2
Number of social responsibility projects	4
Funds raised by the social responsibility project	† Â Á K
In-kind support from the institution	9
In-kind support from the mentor	60
In-kind support from (speaker) panelist	20
In-kind support from the association's volunteer	70
Number of individual members	51
Paid participation by mentee	65

SUSTAINABILITY AND RESOURCE SUPPLY

MAIN ACTIVITY: Sustainability and Sourcing

EXPLANATION: !2µŠHÞ Ð HØµ Û Š §ÞŠö 2µ: P2§µ: HØŠH ÿŠòµ P2 Š§H

RELATED COMMITTEES: Funding, Sustainability and Corporate Social Responsibility, Mentee, wµ H 2) (µhµö /ÿµ H !µ2HÞÛ§ŠHµ) X Hµ2 Šö ! ÿÿP Þ§ŠH

Participation of the mentee (Individual)

1

Participation of the mentee (Probono)

3

Holding of the 2nd ordinary general assembly of WOB Turkey and introduction of the Û2:H ¦ Š2® Ï ®Þ2µ

1

OTHER ACTIVITIES

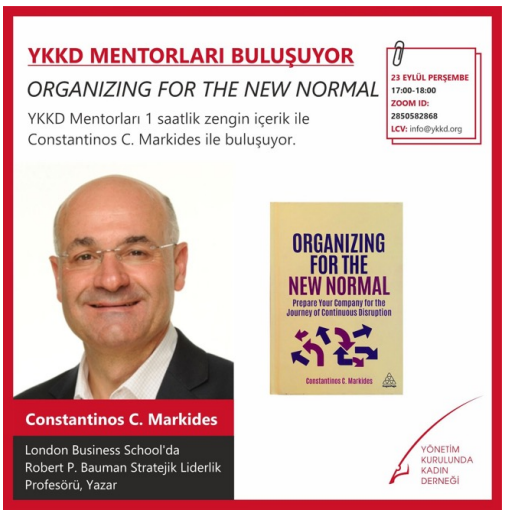
DEVELOPMENT/ PROGRESS

DEVELOPMENT - CERTIFICATE COMMITTEE

During the 4th Term, 4 modules, 28 class-hours training program specially designed for our 60 Mentees. Competence evaluation process, 100% Program graduation rate, 4.66/5 satisfaction rate, Average of 8 mentor - mentee meetings.

MENTOR COMMITTEE

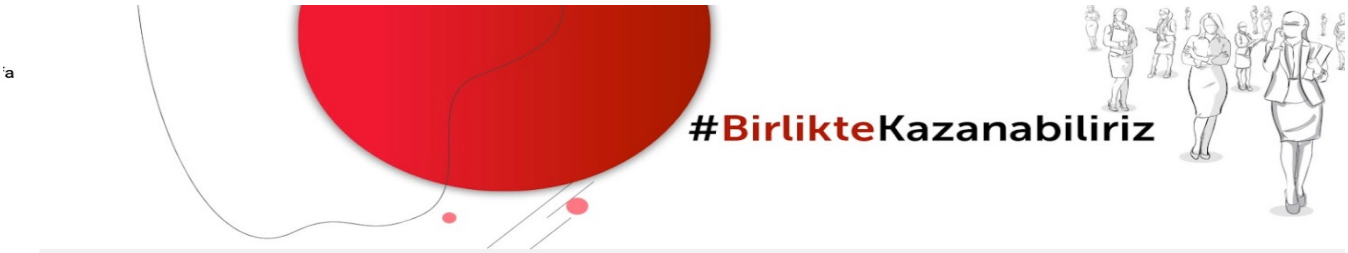
14 different meetings specially designed for our 103 current and previous mentors.



AWARENESS

EXTERNAL COMMUNICATIONS COMMITTEE

Launches for the new podcast and the YouTube channel, production works



COMMUNICATION IN VISUAL AND WRITTEN MEDIA

Cam tavanı da kırık basamağı da kaldırmak istiyoruz

YKKD Yönetim Kurulu Başkanı HANDE YAŞARGIL:
On yılda iş dünyasının en tepesinde 200 kişilik kız kardeşlik grubu oluştu

YKKD DANIŞMA KURULU BAŞKANI MURAT ÖZYEĞİN:
"Daha güçlü yarınlar için, gelin bu meseleye şimdi sahip çıkalım"

Anadolu Açılımı

BİR KONU & BİR KONUK

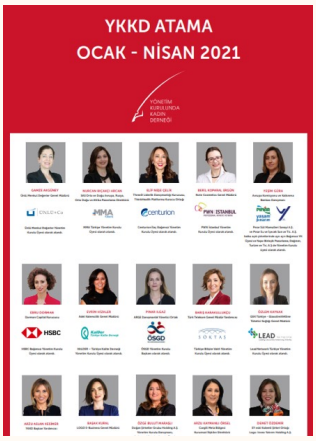
"EŞSİZ BİR LİDER KADIN YETENEK HAVUZUMUZ VAR ANCAK KULLANMIYORUZ"

YÖNETİM KURULUNDA KADIN DERNEĞİ YÖNETİM KURULU BAŞKANI HANDE YAŞARGİL, TÜRKİYE'DE BORSAYA KOTE ŞİRKETLERİN TOPLAM 2734 YÖNETİM KURULU KOLTUĞUNUN SADECE 435'İNİN, YANI YÜZDE 15,9'UNUN KADINLARA AİT OLDUĞUNU SÖYLERKEN, SEKİZYIL ÖNCEKİ ORANIN YÜZDE 11 OLDUĞUNUN ALTINI ÇİZİYOR. ÜSTELİK KADIN YÖNETİM KURULU ÜYELERİNİN ÖNEMLİ BİR KISMI DA AİLE MENSUBU VEYA HİSSEDAR OLARAK BU GÖREVDE BULUNUYOR. DÜNYADA DA PEK FARKLI OLMAYAN BU DURUMU KADINLAR LEHİNE İYİLEŞTİRMEK ADINA KOTA YA DA İLKENİN DİNAMİKLERİ GÖZETİLEREK BİR DÜZENLEME YAPILMASININ ŞART OLDUĞUNU İFADE EDEN HANDE YAŞARGİL, "BU KONU BİREYLERİN VE KURUMLARIN KENDİ İNİSİYATİFİNE BIRAKILMAMALI. ÇÜNKÜ SORUN BİREYDE DEĞİL, SİSTEMDE. ÇÖZÜM DE SİSTEMDE ARANMALI" DİYOR.

İş dünyasının üst karar mercilerinde kadının varlığını artırmak birincil hedefiyle 2011 yılında kurulan "Yönetim Kurullarında Daha Çok Kadın için Şirketler arası Mentorluk Programı" Türkiye'nin önde gelen iş insanlarının desteğiyle oldukça ses getirmişti. Yönetim kurullarında kadın temsil oranının arttırılmasını desteklemek üzere bu role "hazır" kadın havuzunun genişletilmesi amacıyla başlatılan Yönetim Kurulunda Kadın Programı, aynı zamanda yönetim kurulu üyeliği alanında saygın akademik kurumların akredite ettiği, Türkiye'nin ilk ve tek sertifika programı olmaya devam ediyor. Türkiye'de Mentor Danışmanlık'ın kurucusu ve İngiltere'de lider koçluk şirketlerinden The Alexander Partnership'in ortağı olan Hande Yaşargil ile geçtiğimiz aylarda Forbes Türkiye Genel Yayın Yönetmenliği görevinden ayrılan Klinik Psikolog ve Gazeteci Burçak Güven'in hayata geçirdiği program, 2017 yılında ise, sürdürülebilirliğini

moment • 44

REACHING THE TARGET AUDIENCE WITH 0 Q Ç m m 0 À X y ²



DESIGNING CAMPAIGNS THAT INCREASE INTERACTION ON INSTAGRAM

AWARENESS

INTERNAL COMMUNICATION COMMITTEE

Event performance has doubled compared to the previous period due to digitization.

PANELS
SOCIAL MEETINGS
SUPERVISION MEETINGS

PROCESS TRANSFER MEETINGS
PANDEMIC PERIOD SHARING
WEBINARS

LAUNCH EVENT

ORIENTATION/GRADUATION

YÖNETİM KURULUNDA KADIN DERNEĞİ
4. DÖNEM PROGRAMI
MEZUNİYET TÖRENİ

Zor Dönemde Liderlik
Kriz Sonrası Hayatımızda
Neler Değişecek, Neler Değişmeyecek?
Haftanın Konuğu Mentorlarımız
Moderasyon
MUZAFFER AKPINAR
YKKD Danışma Kurulu Üyesi
MV Holding
Yönetim Kurulu Başkan Vekili
HANDE YAŞARGİL
YKKD Yönetim Kurulu Başkanı
Mentor Danışmanlık Yönetici Ortağı
Insead Business School Yönetici Koçu
TAYFUN BAYAZIT
YKKD Danışma Kurulu Üyesi
Marsh Mclennan Companies
Yönetim Kurulu Başkanı

YÖNETİM
KURULUNDA
KADIN
DERNEĞİ

Hande Yasargil

MENTOR COMMITTEE

Increased interaction with mentors with
MENTOR-MENTEE COFFEE CHATS
and MENTOR ORIENTATION

INFORMATION MANAGEMENT AND DIGITALIZATION COMMITTEE

Launch of the internal communication platform of WOB TURKEY, WOB TURKEY APP

COOPERATION COMMITTEE

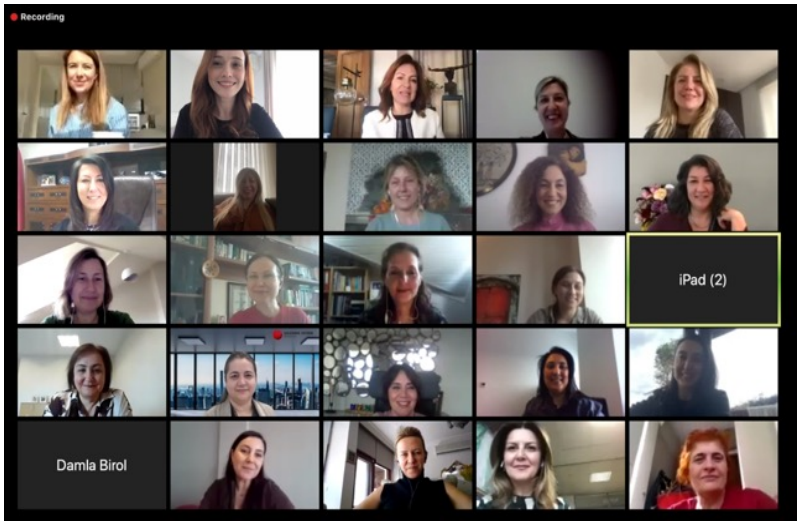
Summits and events to which WOB TURKEY was invited as a speaker

PLACEMENT

PLACEMENT COMMITTEE

- Personal contact with 53 names from the business world
- Delivery of more than 800 of the new album and letters with 180 WOB Turkey graduates to business people.
- WOB Turkey Mentee profiling and database research.
- Inclusion activities by sending congratulatory kits to the women appointed to the Boards of Directors
- Development of a process for appointment recommendations to the Boards of Directors
- Internationally focused contacts and 6 different webinar organizations
- Appointment of 82 WOB Turkey graduates to at least 1 board during 4th semester

Bihter Soylu
Beril Koparal
Özgür Tokgöz Altun
Zeynep Keskin
Mine Taskaya
Burcu OZTURK
Ebru Taşcı Firuzbay
Neslihan Ucar
Canan Celik
BANU ARIDURU
Evin Pehlivanli
Ceylan Guzekin
Pinar Öney Bilsel
Hilal E. Mertee
Ece Kaşıkcı
Esra Bozkurt
Sibel Kesler
Pinar Kitapci
berna kulaksiz
ARZU ASLAN KESİMER
Sebnem Muratoglu
ZEYNEP AYDIN DEMİRK...
Ozge Yilmaz
Ozlem Kaynak
Begum Mutus


Recording
iPad (2)
Damla Birol

SELEN OKAY AKÇALI
Dr. Yilmaz ARGÜDEN
Bihter Soylu

LALE
SELEN OKAY AKÇALI
Ahmet Cemal Döndüncü
Dr. Yilmaz ARGÜDEN
Izzet Garih
selcukyorgancioglu

ADVOCACY AND LOBBY

COOPERATION COMMITTEE

Advocacy Training for WOB Turkey Board Members and Volunteer Committee Members
Contacts with local and global business and women's organizations
Contribution to working groups

SUSTAINABILITY AND RESOURCE SUPPLY

²Ç²À Xy XmXÀæ y(!„ª§„ª À0
²„!X m ª0²§„y²X XmXÀæ !„wwXÀÀ00

Conducted 4 different social responsibility projects with WOB Turkey Mentees, raising a total of 260 thousand TL funds in donations during the 2020 pandemic onset, the Izmir earthquake, and the 2021 forest fires.

ADMINISTRATION

WOB Turkey 2nd Ordinary General Assembly and acquittal of the Board of Directors for the first term

IN-KIND SUPPORT

	PANEL AND VENUE SUPPORT FOR ADVOCACY TRAINING
	SUPPORT FOR DESIGN OF CERTIFICATE PROGRAM
	SUPPORT FOR DESIGN OF CERTIFICATE PROGRAM
	MENTEE EVALUATION AND FEEDBACK PROCESS SUPPORT
	ORIENTATION MEETING VENUE SUPPORT
GEMİCİOĞLU HUKUK BÜROSU	PERSONAL DATA PROTECTION LAW, AUTHORIZED DATABASE CONSULTING SERVICE
	CANDIDATE MENTEE INTERVIEW, ORIENTATION MEETING, BOARD MEETINGS, STAKEHOLDER HOSPITALITY AND COMMITTEE MEETINGS VENUE SUPPORT / CONSULTANCY SUPPORT TAX AND FINANCIAL
	PLACEMENT COMMITTEE DATABASE CREATING TECHNICAL INFRASTRUCTURE SUPPORT
	PANEL, SPEAKER AND CONSULTANCY SUPPORT IMPACT REPORT