



# INNOVATIVE DEVELOPMENT STORIES

TOLD THROUGH INNOVATIVE  
COMMUNICATION



UNDP Turkey  
2013



INNOVATIVE  
DEVELOPMENT  
STORIES

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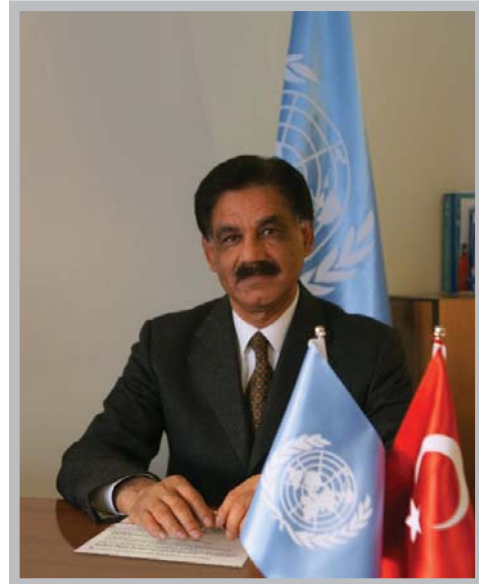
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# FOREWORD

United Nations Development Programme (UNDP), through its network of 166 offices, endeavours to pursue an inclusive, people centred and pro-poor development approach with a view to bringing about transformative change in the lives of people; helping them realize their full potential; and developing their capabilities to expand their freedom and choices. In doing so, it works with the people and for the people to evolve their own solutions, and connect them to the pool of global knowledge, experience and resources to help them address developmental challenges and build a better life for themselves.



In Turkey, the priority areas of focus for UNDP are: Democratic Governance; the Environment and Sustainable Development; Poverty and Regional Disparity Reduction and Engagement with the Private Sector in Development. UNDP has been working closely with the Turkish Government and numerous national and international institutions, including NGOs, academics and the business community for more than 50 years to carry out its mandate, and has believed all along that national ownership and leadership, a participatory and inclusive business model, and an amalgam of social, economic and environmental dimensions are sine qua non for sustainable human development. In order to demonstrate and share its experience and knowledge, UNDP carries out extensive advocacy and communication functions using innovative means.

In January 2011, UNDP Turkey pioneered the New Horizons Podcast which intended to share the many development stories of UNDP with a wider audience in Turkey. The premise of the New Horizons podcasts was not only to raise awareness of UNDP work but also to stimulate debate on development issues of local and global significance.

New Horizons Podcasts serve as a potent channel of communication for the people in Turkey, especially those interested in developmental issues, helping them give expression to their voice and productively articulate their views on shaping a healthier and greener future.

Thanks to its remarkably wide radio network, the New Horizons Podcasts have reached over 1 million people in Turkey. There are currently eleven radio stations airing New Horizons Podcasts, including one national radio, one local radio and nine university radios all around Turkey.

As an innovative and creative social media platform, it is heartening to note that New Horizons Podcasts have been rated number one in the Government and Organizations category in the



iTunes Turkey store, meaning that it is the most downloaded programme among approximately 150 different podcasts offered by the store in this category.

It is indeed our great pleasure as UNDP Turkey to witness the immensely rich contribution being made by the New Horizons Podcasts to disseminate the knowledge and experience as well as the key advocacy messages and success stories to the wide segments of our stakeholders in Turkey and around the globe to help create a better, just and equitable world.

**Shahid Najam**

**UNDP Resident Representative in Turkey**

# INTRODUCTION

## **New Horizons Podcasts: A Young and Innovative Platform**

UNDP works for a more productive, healthier, more educated and greener future for the people, with the people. Therefore, in order to increase the visibility and promotion of UNDP projects in Turkey and increase the inclusiveness from all parts of society to UNDP work, UNDP Turkey Communications Office has identified strategic communications to be at the heart of its programmatic work and operations.

Along with the monthly e-bulletin called “New Horizons”, UNDP Turkey’s audio and video podcasts began to be aired on a weekly basis, discussing selected stories of projects implemented by UNDP in Turkey, as well as covering the global and local development agenda.

The objectives of these podcasts were to describe the work of UNDP to as many people as possible, and to show the relevance and importance of UNDP work in promoting the decent livelihood of people.

In these approximately 10 minute long programmes, project staff or representatives of stakeholders discuss the logic and outcomes of the project process, and their relevance to the Millennium Development Goals which have helped to lift millions of people out of poverty, save lives and ensure that children attend school.

UN Radio in New York supported the project and supplied audio jingles.

Ankara University radio (Radio İlef) hosts recording and the podcasts are being rebroadcast on Açık Radyo (Open Radio) and Police Radio.

Turkey Police Radio based in Ankara rebroadcasts New Horizons Podcasts in almost 50 provincial city centres, reaching 70 percent of the whole population of Turkey.

## **Speaking to the Youth**

Ten university radios across Turkey rebroadcast weekly New Horizons podcasts. These are the radios of İstanbul Bilgi University, İstanbul Technical University, Marmara University, Süleyman Demirel University, Anadolu University, Dumlupınar University, Ege University, Mediterranean University, Mersin University, Kocaeli University and Black Sea Technical University.

This enables UNDP to include the youth in the discussion of development challenges in their country.

We have reached at least 1.15 million people with our radio network.

Audio files and Turkish-English transcripts of every episode are on UNDP Turkey website (<http://www.undp.org.tr>). Audio and video podcasts are published through iTunes, Youtube and other platforms as well as on our website. This ensures that podcasts are available for all kinds of mobile media players, including smart phones.

## **Social Media Integration**

Turkey has a young and crowded internet user profile. Almost half of the country's population has access to the internet. Most of them use social media tools.

There are more than 5 million Twitter users and over 31 million Facebook users in Turkey. This landscape presents many opportunities for advocacy work.

UNDP podcasts are promoted through social media tools including Facebook, Twitter and Friendfeed, which is a platform widely used in Turkey.

The podcasts are also being streamed online through Friendfeed. Supporting visual material can be found on Pinterest and Flickr.

The social media accounts are kept updated, and therefore keep people talking about New Horizons podcasts.

The impact of all of this is to have a young and innovative communication method for our work. Spreading the word with zero cost has never been easier.

In this collection, compiled from the transcripts of our podcasts, we present to you the first 50 podcasts that have been aired so far.

Transcripts and audio/video recordings of these programmes can be found at <http://www.undp.org.tr>.

**United Nations Development Programme  
Turkey Communications Office**

# SANDBAR SHARKS IN THE AEGEAN SEA



## **Contributors:**

*Dr. Harun Güçlüsoy, Coordinator of Strengthening the System of Marine and Coastal Protected Areas of Turkey*

*Mr. Güner Ergün, Project Coordinator and Inspection Branch Director of Environmental Protection Agency for Special Areas*

**UNDP Turkey:** In this episode, our topic is sharks. We learnt from articles in the Turkish press that the number of sandbar sharks that could only reproduce on the coasts of the Atlantic Ocean and in Çamlıköy Boncuk Bay of Marmaris district of Muğla province increased to 17. Well, what can be the interest of UNDP in such an issue; we will discuss this with our contributors. Our contributors are Coordinator of Strengthening the System of Marine and Coastal Protected Areas of Turkey, Dr. Harun Güçlüsoy, welcome. Project Coordinator and Inspection Branch Director of Environmental Protection Agency for Special Areas, Mr. Güner Ergün is with us. Welcome. Let me start with you, Mr. Ergün. The number of sandbar sharks increased to 17; after which steps was this result gained?

**Güner Ergün (G.E.):** As you know, the coastline of our country is approximately 8400 km and certain parts of it are under protection. One of these protection areas is a Special Environmental Protection Area. These Special Environmental Protection Areas compose 1.5 percent of the coastal and maritime areas. Special Environmental Protection Areas are important in terms of cultural, historical and biological diversity. And in these areas, there have been many works carried out with the aim of conducting research on endangered species and tracking their population for 21 years since the foundation of the agency. “Chelonia mydas” or what we call “Caretta caretta”, “Monachus monachus” or what we call Mediterranean monk seals and lastly “Carcharhinus plumbeus” or what we call sandbar sharks are among the essentials of our scientific research. Activities for research and tracking of the sandbar sharks population have been continuing with increasing acceleration, thanks to international agreements we adhered to and national legislations since 2006.

**UNDP Turkey:** Turtles and seals are marine animals we are accustomed to. However we have not heard of projects for sharks in Turkey. You have reached a population of 17; how did this project for sharks start?

**G.E.:** Actually, I mentioned agreements Turkey adhered to, I should also have mentioned action plans. As I have just touched upon, action plans regarding species of Mediterranean monk seals, sea turtles, marine vegetation and Cartilaginous fish are among these action plans. According to the Barcelona Agreement, countries adhering to the Agreement primarily have to track these species, and minimize the dangers to these species. Since such works have been accelerated within our institution, it has been targeted to start projects for the protection of these species.

**UNDP Turkey:** Mr. Ergün, you are involved in this project from the Environmental Protection Agency for Special Areas of Ministry of Environment and Forestry. Mr. Güçlüsoy, you actually represent the UNDP side and you are in charge of Strengthening Marine and Coastal Protected Area System of Turkey. What is the contribution of UNDP to this project?

**'Special Environmental Protection Areas compose 1,5 percent of the coastal and maritime areas. '**

**Harun Güçlüsoy (H.G.):** As Mr. Ergün from the Environmental Protection Agency for Special Areas has mentioned, we, as UNDP, have marine and coastal protected areas with various aims and visions in Turkey. UNDP's project aims to have a system to unite these protected areas. Meaning UNDP works to enhance the protection of certain areas; in the meantime we also aim to spread this all around Turkey. Indeed, in this sense, we would like to

have a national action plan and strategy as an example in Mediterranean and Black Sea towards this project's end.

**UNDP Turkey:** In this framework, which regions are declared as special protection areas?

**H.G.:** In the last month, Saros Gulf was declared as the tenth Special Environmental Protection Area in the Official Gazette within the context of this project. Of course we have been working on six different areas apart from this special protection area. We have been carrying out works for both the strengthening and building of capacity and maintenance of financially active mechanisms; meaning maintenance of financial sustainability of these issues; and finally for governance and administration of these areas in cooperation with both central and local related groups.

**UNDP Turkey:** Environmental Protection Agency for Special Areas became a current issue in the Turkish media because of this project; of course it gets these results by the effort that it puts into this project. You have projects related to other species and water quality in other protection areas. Could you briefly touch upon what else your agency does?

**G.E.:** We carry out activities for the detection of biological diversity of marine and coastal areas. We first accomplished this between 2002 and 2004 in Datça Bozburun Special Environmental Protection Area. Between 2005 and 2006, we accomplished our aims for biological diversity of marine and coastal areas of Fethiye, Gökova and lastly Köyceğiz Special Environmental Protection Area. As I have mentioned, these are activities for research and tracking of populations of endangered species. Meanwhile, again this year, we have been carrying out approximately 160 projects for the analysis of the quality of sea water. Along with this, we work for solid waste management. There are works for waste collection, purgation and disposal, especially under the sea, outside areas of our concern.

**UNDP Turkey:** Mr. Güçlüsoy, how long has the United Nations Development Programme been involved in this project; and how long is the duration of the project?

**H.G.:** We have been involved in the project since May 2009. The duration of the project is 4.5 years. So far, 1.5 years, 30% of the project, has passed. Although we have completed one third of our activities, we have more to do. That is, a 3-year-period may be seen equal to a 6-7-year-period in our work. I am indeed hopeful. We, as the Environmental Protection Agency for Special Areas and UNDP, need to work hard.

**UNDP Turkey:** Actually, when concrete successes are examined, it becomes clear that there are many things we can list: Saros Gulf was added to the Special Environmental Protection Areas; the Special Environmental Protection Area in Gökova was enlarged, people were recruited for the formation of area offices and they were trained, etc. We have been talking about such a comprehensive project. What type of strategies does the Environmental Protection Agency for Special Areas foresee? For instance, will these areas be extended in 10 years time? Will the number of endangered animals increase? What are your actions regarding these and what is your foresight?

**G.E.:** Of course, first of all, we are trying to create a training and practice center connected to

the Agency, in which other universities and volunteer institutions are involved. The center will be in Akyaka and we would like to gather and train managers who are able to work in maritime protection areas, who have carried out studies we will do in the center. In addition to this, of course, we would like to enlarge our marine and coastal areas and work to contribute new data to existing scientific studies.

**UNDP Turkey:** Mr. Güçlüsoy, I asked you a question at the beginning of the programme; what would the relevance of UNDP to these works be? The number of sharks in the Aegean Sea increases; yet we have a concept called sustainable development, not everybody is familiar with this, if we examine aims and targets of the UNDP. What is the link between UNDP and sharks?

**H.G:** Yes, in fact there is not a direct link. This is an indicator of the main goals of our project. If there is an increase in the number/population of sharks, and if there is a rise in interest in the area due to our projects and activities we do, this is a type of indirect indicator for us, showing that our project is successful in the context of the management of other areas, for participation of public, and the management and control of the area.

**UNDP Turkey:** As I understand that, this fits into the environmental sustainability aims of the Millennium Development Goals.



# CULTURAL TOURISM AND THE TRADITION OF MINSTRELS IN KARS

PODCAST 2

31 JANUARY 2011

**UNDP Turkey:** In this episode, we will discuss with our contributors what the relevance of the reinvigoration of culture tourism in Kars can be within the sustainable development mission of UNDP. Our contributors are Ms. Neşe Çakır, Manager of MDG Achievement Fund of UN Joint Programme and Ms. Serra Aytun, National Professional Officer in Ankara for the United Nations Education, Science and Culture Organization – UNESCO Venice Office. First of all, we shall start with the question that I have just asked. What can the connection be between the sustainable development mission of UNDP and reinvigoration of culture tourism in Kars? How did this story start?

**Neşe Çakır (N.Ç.):** United Nations declared the Millennium Development Goals in 2000 and it was targeted to reach these goals by 2015, in 15 years. Then, in 2005 it was found that there was not sufficient progress being made on reaching the goals and a fund was created. The Spanish Government supported that fund and these programs have been implemented in several countries, including Turkey. Alliances are trying to develop the tourism sector in Kars by benefiting from the UN Joint Program and the cultural richness of Eastern Anatolia.

**UNDP Turkey:** Actually it is helpful to talk about Kars at this point. This project was developed, and Kars and its region were chosen. What was the motivation for your choice?

**N.Ç.:** As you know, this program has been implemented by United Nations Joint Program under the first article of the Millennium Development Goals. It aims to reduce poverty and hunger at a global level, and at the local level its target is to reduce income inequality and support regional development in Turkey. Kars is the least developed region regarding its socio-economic situation, compared to other regions. Although this might seem a disadvantage, Kars also has its advantages. Eastern Anatolia and Kars, which hosted many civilizations in its history, have an important wealth in terms of cultural heritage, and natural and scenic beauties. While these civilizations turned this region into a very important place, they also left the region with unique memorials and religious constructions. Kars is one of 15 brand cities and nests 250 kinds of birds out of over 400 types in Turkey.

**UNDP Turkey:** Actually, you are not talking about the cliché images of Kars in our minds, are you? This information might be very new for most people. Kars and cultural tourism, cultural assets etc... In relation to these, your project has many components within culture tourism. For example, we are talking about some intangible cultural heritages. Through one latest project on this issue, there were some inaugurations. For instance; a House of Minstrels was opened, I want to talk about it and to ask Ms. Aytun. How did you bring Kars and its intangible cultural heritage together?

**Serra Aytun (S.A.):** First of all, maybe we should examine what “intangible cultural heritage”



**Contributors:**

*Ms. Neşe Çakır, Manager of MDG Achievement Fund of UN Joint Programme*

*Ms. Serra Aytun, National Professional Officer in Ankara for UNESCO Venice Office*

concept is. Intangible heritage contains implementations, symbols, expressions, verbal expressions, information and skills that have been described as cultural heritage by societies, groups and in some situations by individuals. In this context, an agreement was prepared by UNESCO in 2003, in order to save intangible cultural heritages. Turkey adhered to this agreement in 2006. As part of this, there have been some actions to introduce the agreement on protection of the intangible heritage and prepare the new inventory according to the criteria of this agreement. This is a support program carried out by the Ministry of Culture and Tourism, which is also our national partner and implementer of the joint program. As I have said, in this framework, we organized regional seminars and information workshops in order to constitute a base for a new national inventory, with regards to this agreement. We included 13 cities of Eastern Anatolia; furthermore, in this context, we prepared booklets on basics about protection of the intangible heritages. Those booklets have been distributed to the relevant authorities. In addition, again within this framework, we, including Kafkas University, developed projects for the mapping of intangible heritages in Kars. Here, around 50 students were given training by professionals from the Ministry of Culture and Tourism. And in the meantime fellow academicians of Kafkas University participated in this project as coordinators and carried out research in 83 villages. As a result of that, approximately a 7000-page document was prepared and we are still working on publishing it.

**UNDP Turkey:** One of the activities we have talked about is the topic of minstrels and I see a CD in front of you. This is one of the important traditions in Kars, isn't it?

**S.A.:** Yes, I was about to talk about that. Minstrelsy is indeed a unique tradition and it was inscribed in 2009 on the List of the UNESCO Intangible Cultural Heritage of Humanity. As in the world heritage list, a list is being made for intangible heritages. Turkey presents the document to UNESCO, preparing it cyclically. As I have said, minstrelsy tradition was inscribed in the list in 2009.

**UNDP Turkey:** Actually, Ms. Çakır has just mentioned it. We are talking about a joint program, executed by diverse UN Agencies, including UNDP and UNESCO, and the Ministry of Culture as partners. As we said, this is a joint program by UN and the Ministry of Culture, this CD was compiled by a specialist from Ministry of Culture. Probably these songs and folk songs in the CD also are on your web page.

**S.A.:** Yes, they are. I would like to add something now, as we have mentioned the inauguration of Culture House. As I have said, this is a tradition that was registered in 2009. The registration also brings some responsibilities to the countries on protection of this culture and keeping it alive. In our program, we actualized some activities to keep this program alive in UN Joint Programme. One of these is to prepare a CD of original works of art and songs of local minstrels, which you have already mentioned. In the meantime, a special training programme was initiated on saz and tar making. Nonetheless, we organized an international minstrelsy festival in Kars and there was extensive attendance. Approximately 120 minstrels from Turkey participated and there was a large audience and many viewers. Lastly, I would like to touch upon Culture House. The Namık Kemal Culture House in Kars was consigned to the Association of Minstrels for 7 years with a tripartite protocol signed by Kars Municipality, Ministry of Culture and Tourism and Çobanoğlu Minstrels Association.

**UNDP Turkey:** Since the beginning of this year, the Culture House stepped up to a new phase and minstrels now have a certain place they can call their own. They can both produce "saz" and "tar", and have performances supported by your efforts and support of Ministry of Culture. Ms.

**'Minstrelsy, which is a unique tradition in Kars, was inscribed in 2009 on the List of the UNESCO Intangible Cultural Heritage of Humanity.'**





Çakır, to sum up, which of the Millennium Development Goals does this program fit in to? You have had an introduction; where can you connect these projects to?

**N.Ç.:** Our goal with this project is actually to abolish the regional differences and to develop tourism as an alternative sector in Kars. In this context, a tourism strategy has been prepared. For this, Turkey's strategy of 2023 has been predicated, and a structure of governance and an action plan have been established in order to be able to execute activities in terms of sustainability. There is a governance structure in collaboration with the private sector, public agencies and NGOs, and hereafter our activities will continue through specified priorities.

**UNDP Turkey:** We did not actually have a chance to touch upon this; yet we mostly focused on cultural tourism and culture as a component. Let me also underline that you have other sub-projects such as winter and nature tourism, and also grant programs which target gender equality. Lastly, we shall end this episode with your expectations of outcome from this project.

**S.A.:** Of course we have activities on movable and immovable cultural properties besides activities for intangible heritage. For instance, actualization of a digital information management system, and support for preparations of the management plan on Ani Archaeological Site. Furthermore, we recently have done a project on protection of the intangible heritages. We prepared several brochures, accessible on the internet, for raising public awareness.

**UNDP Turkey:** I shall say it once more; it is possible to find aims and targets of all of these activities, even CDs of minstrels on [kultur.mdgf-tr.org](http://kultur.mdgf-tr.org) web page. Finally our wish is to protect, to adopt and to provide sustainability for these values with these activities.

# TWIN MUNICIPALITIES OF TURKEY AND THE EU

**UNDP Turkey:** Recently, Turkish and EU local authorities of over 20 municipalities met in Ankara and participated in an introductory meeting between these twin municipalities. Well, what was the reason of the meeting; what was the connection of the UNDP with the meeting? Moreover were these meetings productive? We will discuss these with our contributors. Our contributors are Mr. Bayram Bayraktar from Düzce; he is Deputy Mayor of Düzce, and Mr. Bülent Açıkgöz from UNDP, is EC Projects Manager. Welcome! I shall start with our guest speaker from Düzce. Mr. Bayraktar, you, representing Düzce Municipality, participated in the meeting and in the introductory meeting with municipalities from the European Union. Has your twin municipality been determined?



**Contributors:**

*Mr. Bayram Bayraktar, Deputy Mayor of Düzce*

*Mr. Bülent Açıkgöz, UNDP EC Projects Manager*

**Bayram Bayraktar (B.B.):** Not yet. Now, there are ongoing one-to-one meetings. We met thirteen municipalities from the EU during this three-day-meeting. We were given information relating to them. We provided them information about us. As a result of this, every municipality notified the Union of Municipalities of Turkey about municipalities they would like to be matched with as twins.

**UNDP Turkey:** And these matches will be announced at the end of the meetings. There are ten municipalities from Turkey, aren't there? And there are approximately fifteen municipalities from the EU.

**Bülent Açıkgöz (B.A.):** Let me summarize the pilot municipalities in Turkey. Actually, it is beneficial to provide brief information about

our project. The Support for Further Implementation of Local Administration Reform in Turkey Project is carried out by technical and financial support of the EU. UNDP provides technical assistance. General Directorate of Local Administrations of the Ministry of Interior is the national beneficiary of the project. Thus, within the scope of the project, technical support is provided regarding implementation of legislation in local authorities, especially in the last 5-10 years. There are five components of our project. One of these components enables partnerships especially between municipalities.

**UNDP Turkey:** To clarify the point again, what are the other supporters of the project except the UNDP and the Turkish Government?

**B.A.:** Excluding the UNDP and the Turkish Government, the EU provides financial support. There are no other national or international contributors. The project has been carried out through the contributions of these three parties. As I have mentioned, one of the components is enabling partnership between municipalities. In this context, there are 10 pilot municipalities that were chosen in 2010. The selection process has been implemented in a multi-participatory process. Mr. Bayraktar, Deputy Mayor from Düzce is here, representing his municipality. Other municipalities are Karadeniz Ereğli (Zonguldak), Uşak, Kırşehir, Kahta (Adıyaman), Nevşehir, Zonguldak, Gölbaşı (Ankara), Patnos (Ağrı) and Bursa Mustafakemalpaşa. There are many pilot municipalities representing many provinces and many cultures from East to West, from the North to the South of Turkey.

**UNDP Turkey:** There are many countries on the EU side, such as Lithuania, UK, Sweden, Greece, Hungary, Italy and Bulgaria. I would like to ask you, Mr. Bayraktar. What are your experiences

regarding your expectations and the moment you met with the other municipalities? Could you tell us about that moment, please?

**B.B.:** I think we had the meeting about ten months ago in 2010. Municipalities from Turkey all gathered together. They expressed what they were expecting from the project and how the process should continue. There were two other meetings held, apart from the first one; and colleagues attended them as well. I think by the fourth meeting, there are two benefits; the first one is the process of getting to know each others' municipalities in Turkey. Many authorities from municipalities did not know where Kahta or Patnos were found. This is the benefit of this meeting. We first got to know each other and exchanged information on our cultures. This is the first phase with good outcomes.

**'We aim to have city projects which provide opportunities to create new jobs and commercial relations.'**

**UNDP Turkey:** Do these municipalities extend cultural or local gifts to each other?

**B.B.:** We put up an exhibition stand. Each municipality displayed local, handmade goods and leaflets introducing the region.

**UNDP Turkey:** What did you bring from Düzce?

**B.B.:** The Abkhazian cheese is well-known, as well as organic hazelnuts, honey, marmalades and vinegar. These are all organic. In addition to these, there are hand made goods produced by local women. Our region shelters different cultures, for example, the Circassian, Abkhazian, Laz and the Kurdish cultures.

**UNDP Turkey:** Besides the cultural aspect, there is also an "exchange" aspect of the project. At this point, I would like ask Mr. Açıkgöz. What gains will this meeting of municipalities bring us?

**B.A.:** Basically, there are four thematic groups, formed in the workshop. One of them is environmental protection and energy efficiency. Another is tourism and culture; municipal services, including urban planning, local housing, etc. and social services. We aim to match municipalities and develop joint projects in the context of these four thematic groups. That is, we aim to have city projects which provide opportunities to actualize these projects, to make it easy to implement them, and to transfer technical information from one municipality to another, as well as making opportunities to create new jobs and commercial relations. In mid 2011, protocols for twin cities will be signed, and these projects will be planned and actualized. It is beneficial to state that we are not willing to name a street or an avenue after a twin city. We aim to directly create a project. Thus, our very last expectation is to name an avenue in another city after Düzce; we have more concrete expectations.

**UNDP Turkey:** Let me ask Mr. Bayraktar, Deputy Mayor. Do you have any expectations? During the meeting, have you had any observations such as, that municipality from that country would be more appropriate to be twinned with us?

**B.B.:** Sure, we had such thoughts. We have a win-win expectation; not only about what we can get; but also about what we can give. We have projects carried out within the scope of the EU. We had twin cities in Greece, and Bulgaria. We would like to give our strengths; we discussed for three days if it is possible to get their strengths to us and especially had discussions on what we can get and what we can give. There are 13 municipalities, for example, six from Italy, from the UK, Belgium and Lithuania.

**UNDP Turkey:** Mykonos is one of the familiar municipalities. There is Charleroi from Belgium; Brindisi from Italy. Of course, there are ones which we have never heard of; such as Birzai from Lithuania, Lecce and Santa Maria Capua Vetere from Italy. These are small municipalities we have not heard of. Well, Mr. Açıkgöz, what are the criteria for matching? Do you consider characteristics

of Düzce and other municipalities?

**B.A.:** We have already touched upon study groups within the context of four thematic principals. These study groups gathered as one-to-one or triple pilots and got to know each other well. They discussed common problems and as a result of this, they tried to come up with overlapping solutions for eradicating these problems. Next week, with the coordination of the Union of Municipalities of Turkey, these unions and twin cities will be determined. Pilots will be matched; and we will be accelerating and continuing our works.

**UNDP Turkey:** Actually, there is one question which would be answered differently depending on which municipality you ask, regarding expectations... What are the expectations of Düzce?

**B.B.:** Our expectation is especially related to city planning. We would like a municipality which has gone beyond this planning and is eager to help us, this is preferable.

**UNDP Turkey:** City planning; because Düzce is an area which has been in a reconstruction period, since it is in the earthquake zone.

**B.B.:** We had a variety of expectations such as restructuring, infrastructure transportation, urban planning. Regarding these, familiar municipalities with approximately the same population and of the same size were in the first ranks of our choices. So of course Municipality of Charleroi in Belgium, Municipality of Brindisi in Italy, and Municipality of Harryda in Sweden are among the ones we would like to match with.

**UNDP Turkey:** This means you filled in a form and wrote your preferences.

**B.B.:** Of course, we made a list of selections. Our selections are based on economic similarities and similarities in population. They have solutions regarding the issues we have problems with. When outcomes of the project are examined, it becomes evident that we have things to give them, especially regarding eco-tourism.

**UNDP Turkey:** Let me ask the last question to Mr. Açıkgöz. In this case, we have summarized contributions of the UNDP; yet which of the Millennium Development Goals do these fit in to? What purpose do all of these serve, regarding UNDP's own targets?

**B.A.:** In a general sense, UNDP's support to municipalities is technical. Here, we shoulder responsibility as a facilitator. We gather municipalities together, enable them to meet each other and develop joint projects. This facilitator role is among activities we support for eradicating poverty and underdevelopment, as well as supporting the spread of technical information, with regards to Millennium Development Goals. As I said, we certainly aim to have sustainable and well-developed city projects. We definitely do not want to have our name for a street or an avenue in another city. In this sense, we aim our project to create jobs and to turn into a source of labour. Likewise, most of our projects have these priorities. We aim to have more concrete projects.

**UNDP Turkey:** Let me emphasize again, the Support for Further Implementation of Local Administration Reform in Turkey Project is not limited only to these matches. This is a project consisting of many branches. Of course, it has wide scope. We will be continuing to evaluate the issue in the following parts of our podcasts.



# KÜRE MOUNTAINS NATIONAL PARK

PODCAST 4

14 FEBRUARY 2011

**UNDP Turkey:** In this episode, we will all discuss before and after of divulgation of these mountain ranges as national park. Why is this process important to Turkey; what does it mean in the international arena; and why is the United Nations Development Programme involved in it? General Directorate of Nature Conservation and National Parks, the Department for Monitoring and Assessment of National Parks Branch Manager and Head of Enhancing Forest Protected Areas Management System in Turkey, Mr. Mustafa Yılmaz and Mr. Yıldray Lise, welcome. Mr. Lise is a qualified biologist and deputy manager in the same Management System. Mr. Lise, I would like to ask you my first question. When were Küre Mountains declared as a national park and why were the Küre Mountains chosen?

**Yıldray Lise (Y.L.):** The Küre Mountains were announced as a national park as a result of a joint Project of FAO, UNDP and the Ministry of Forestry of that period in 1998, and then officially in 2000. One of the crucial reasons of its announcement as a national park is that it has natural values, with respect to its importance for both species it contains and the forest it nestles. It also has geological properties. There are many caves, canyons and waterfalls. In addition to these, there are cultural characteristics. While mentioning cultural characteristics, we should touch upon folklore, cuisine and architecture. In this framework, Küre Mountains were divulgated as a national park. However, one of the other crucial reasons was that there were international evaluations done all over Europe. 100 hot points in Europe were determined. 9 out of 100 are in Turkey. More specifically, 1 out of 9 is within the Küre Mountains National Park and these are the reasons of its divulgation as a national park.

**UNDP Turkey:** You represent the UNDP, UN side of the Project, and you represent the General Directorate of Nature Conservation and National Park, Mr. Yılmaz. I would like to ask you; Küre Mountains were inscribed as a national park; what are the contributions of this to the district and people; and what are your targets for the future?

**Mustafa Yılmaz (M.Y.):** We aimed for the divulgation of Küre Mountains as a national park, the protection of cultural values and natural resources in the framework of vision of national parks, and introducing usable resources at both local and national levels along with the aim of protection and creation of new income for people. If the locality contains values that have touristic value, then this will contribute to the increase in tourism. In this sense, Küre Mountains both increases our recognition in the international arena and raises the number of people visiting this place.

**UNDP Turkey:** Hot points were mentioned; what are they?

**Y.L.:** This was an evaluation done specifically in Europe. Forest protected areas and forests with high natural value, which needed to be urgently protected, were determined. 9 of them are in Turkey. Turkey, following Russia, is an important location regarding forest regions with many hot points. When analyzed, there are 9 hot points in many places from northeastern Turkey to Mediterranean. Protection of these places and implementation of sustainable policies were envisaged. Küre Mountains Range is one of the first protected areas in Turkey.



#### Contributors:

*Mr. Mustafa Yılmaz, General Directorate of Nature Conservation and National Parks, the Department for Monitoring and Assessment of National Parks Branch Manager and Head of Enhancing Forest Protected Areas Management System in Turkey*

*Mr. Yıldray Lise, Biologist, Deputy Manager Enhancing Forest Protected Areas Management System in Turkey*

**UNDP Turkey:** We use hot point when referring to areas which need to be protected urgently. You have been involved in a process called PAN Park. Before touching upon this process, could you tell us a little bit of what PAN Park means and how Küre Mountains were included in this process?

**'We aimed for the divulgation of Küre Mountains as a national park, the protection of cultural values and natural resources.'**

**M.Y.:** PAN Park is a network which was created for both protection of natural values and use of these parks with the ideals of sustainable tourism by maintaining the values of natural resources in many national parks in Europe. This is a network connecting protected areas and extending assistance in terms of managerial terms and prestige. Turkey was first nominated for this network with Küre Mountains National Park. This is a process starting with signing letters of intent. Within this process, of course there are criteria we need to accomplish and there is target of 2012. In 2012 we would like to accomplish the PAN Park Certificate. What will Küre Mountains gain with a PAN Park Certificate? First of all, we will gain prestige in the international arena to protect values of natural resources, we will also get international recognition and this enables us to easily reach a target audience, and this will support local people in the context of tourism due to the maintenance needs of such a network.

**UNDP Turkey:** You hope to accomplish this aim by 2012.

**M.Y.:** Yes, the process has already been going on. In 2010, we determined a road-map with related authorities. We will accomplish the process at national level in September or October in 2011; most probably we will accomplish the process with an international organization in May or September of 2012.

**UNDP Turkey:** It will be a protected area within P.A.N., PAN Parks, and Protected Areas Network. Are there any other parks included in this network?

**Y.L.:** No, the first is Küre Mountains. Since 2006, the nomination process, we have specifically undertaken our activities for Küre Mountains in the framework of the Enhancing Forest Protected Areas Management System Project we have been carrying out with Ministry of Environment and Forestry, UNDP and World Wildlife Fund Turkey. The ultimate aim of our project is to enable the Küre Mountains National Park to become more recognized at international level with a PAN Park Certificate along with the criteria Mr. Yılmaz has already mentioned.

**UNDP Turkey:** There are 2 dimensions; the first is the environmental dimension – protection of that mountain range and areas which should be protected; and the other dimension is human. I think contribution to and developments in the local economy are the highlighted aspects. The UNDP gets involved at this point. What was the reason of UNDP to get involved in the project?

**Y.L.:** Actually UNDP has been involved from the beginning of the formation of this project as I have just said. Divulgation of national parks is a project of FAO, UNDP and Ministry of Forestry of that period. Later on, there was a search for a project supported by GEF and it continued approximately 8-9 years; and finally we initiated the project in 2008. This means the executive is Ministry of Environment and Forestry; yet all procedures are done by UNDP. As you have said, maybe the most important factors of UNDP are that we have 80000 hectares of buffer zone surrounding the cornel area. UNDP has an active role in enabling rural activities and especially allowing women and other groups to get into these processes actively.

**UNDP Turkey:** We have been talking about one part of an extensive project during this programme. We shall analyze the larger scope of this project and clarify it, Mr. Yılmaz. What do you contribute to those areas by your visits in term of environment, people living in that district?

**M.Y.:** First of all, in order to use this area in an orderly way, there needs to be a plan specifically for that area. In this sense, a management plan, a management plan for visitors, a tourism strategy... If we cannot form the necessary infrastructure before we open up to the international



markets, we face failure. We are now working to accomplish these. After accomplishment of these, local mutual cooperation will be initiated at a local level. Currently there are many people who operate guesthouses, who are interested in tourism and handcraft. However, if we do not have a sufficient system for marketing and supply chain, neither people nor natural resources are satisfied, because it will lead to unconscious use of resources. If you don't have a specific aim, you start to damage resources after a certain period. Our aim is to prevent this and so we will have 4-5 different projects in the region. These are management of relations between values of natural resources and humans, relations between people and agriculture, and the management of wildlife such as the wild bear. We have projects to turn traditional cloths and the nature that they are inspired from into a trademark.

**UNDP Turkey:** Actually, the region is a region which is close to Istanbul and Ankara, thus it is in such a place that people can easily get to. What will a visitor find there; when they visit the national park, will they find a well-organized park?

**Y.L.:** Of course. After the start of our project, we founded visitor centers both on the Bartın side and the Kastamonu side of the park, and we have entrance points to the national park here as well. These are guide points for people visiting there. After completion of the management plan, an area guidance system will be implemented in the national parks in Turkey. Local people accompany visitors and tell them about the environment. In this framework, the first practices were conducted in 2002 in Küre Mountains. We had experience there and after approval and officialization of this plan, visitors will be able to hire hosts and have a detailed tour. Currently there is a well-organized structure both for accommodation and transportation.

**UNDP Turkey:** And in the meantime, this place has started to attract interest of travel magazines, hasn't it? It has been touched upon in many magazines and TV documentaries.

**Guests:** Yes, that's right.

**UNDP Turkey:** Can it be sustainable? After completion of this project, what do you think the system will be? Could you tell us a little bit more about this?

**M.Y.:** Sure. We, as the General Directorate of National Parks, aim to enable these projects to be sustainable because the biggest problem is that after completion of the project, envisaged targets and activities, according to local people, your accountability decreases. We, as the General Directorate, initiated a huge project for setting up a monitoring system in order to prevent this. We, as the General Directorate, determined the general methodology implemented in internationally protected areas. This year, we included 41 national parks in Turkey to be able to monitor their managerial activities in our business schedule. As a result of this, we clarify human resources in the national parks, what the conditions of monetary and financial sources are, and what contributions the project has to the region and to nature.

**UNDP Turkey:** So you are doing your best to make it sustainable. My last question, we have limited time. Which of the Millennium Development Goals do these accomplishments fit in to?

**Y.L.:** Specifically, it fits in to environmental dimension in the environmental sustainability. Yet, when we look closer, we should also address eradicating poverty; villagers living in the forests are in the poorest segment of Turkey. And we try to support them through sustainable resource practices and activities offering alternative income. Besides this, it is also important to look at water in the area. In the context of access to clean water, these accomplishments serve 3 other dimensions as well. I would like to mention one point for our audience and listeners, there is a web-site of Küre Mountains. They can read about every issue we have discussed related to the project and the area.

# THE CARAVAN WHICH TURNED INTO REALITY FROM A DREAM

**UNDP Turkey:** In this episode, we are going to talk about a caravan, which turned into reality from a dream. How would it be to go on vacation with a caravan that produces the energy it needs on its own? We will discuss this with our guest speakers. Our contributors are Mr. Osman Kahyaoğlu who is the Board Member and Secretary-General of Association of Auto Gas Stations (ODİDER) and Ms. Gökmen Argun, GEF-SGP (Global Environmental Facility - Small Grants Programme) national coordinator. She is representing the UNDP side in this programme. Mr. Kahyaoğlu, I would like to ask you first before touching upon the project in general. We are discussing an “EcoCaravan”. How did the idea of a caravan supplying the energy it needs on its own come about?

**Osman Kahyaoğlu (O.K.):** This idea came out of reduction of emissions. As we always say, the main issue ODİDER works on is to run machines on CNG and hydrogen. In fact, this idea started off from the principle of zero-emissions. We discussed this with our colleagues and decided we should work on this project to enable people to get accustomed to this idea. When we discussed how to reach users and people, and how to make them accept the idea and get accustomed to it, we realized that if we produce a caravan in which people can live – since a caravan provides an environment in which people can live in.



**Contributors:**

*Mr. Osman Kahyaoğlu, Board Member and Secretary-General of Association of Auto Gas Stations (ODİDER)*

*Ms. Gökmen Argun, GEF-SGP (Global Environmental Facility - Small Grants Programme) National Coordinator*

**UNDP Turkey:** Well, what types of energy can this caravan produce, using what kind of resources?

**O.K.:** There is a photovoltaic battery system on the caravan; as it absorbs sunlight, it produces electricity. There is also a wind turbine that can be put up and taken down, this produces electricity as well. The electricity produced by these two methods can be collected in a battery. Then you can use this collected energy inside the caravan. You can use it to power any appliance such as a dishwasher, TV, kettle or oven. You can use it for any appliance that runs on electricity. We even have a 900 BTUs air conditioner, controlling air temperature inside the caravan.

**UNDP Turkey:** This means you take advantage of sun and wind. And in the meantime...

**O.K.:** We can store electricity with zero emissions.

**UNDP Turkey:** You have mentioned hydrogen energy; how is this produced?

**O.K.:** The main reason behind the idea is; since hydrogen is a type of energy which people are scared to use, are wary of using and which is beyond what they can conceivably imagine as a source of energy, we wanted to bring them this energy right to their doorstep. Since the source of hydrogen is a zero-emission source of energy, we thought that we should also produce electricity from a zero-emission source.

**UNDP Turkey:** Where does hydrogen come from?



**' For enabling such an energy source as this caravan, to be used in Turkey, there needs to already be stations for it. '**

**O.K.:** There is a production system within the caravan, using refined water. We produce hydrogen from there.

**UNDP Turkey:** Meaning transformation of the hydrogen in water into energy...

**O.K.:** Yes, we transform it into energy.

**UNDP Turkey:** Ms. Argun, I would like to ask you a question; how many people are involved in this project? What partners do you have on this project? How many people are involved especially on the scientific – engineering side?

**Gökmen Argun (G.A.):** Actually, the process of creating this project was quite long; maybe Mr. Kahyaoğlu can provide you with more detailed information. In the framework of GEF Small Grant Programme, we try to recruit as many people as we can. For instance; we have many people who have expertise on the technological aspects. It is especially crucial for us to have UNIDO ICHET as a partner.

**UNDP Turkey:** Let me clarify what UNIDO ICHET is; United Nations Industrial Development Organization - International Centre for Hydrogen Energy Technologies.

**G.A.:** Mr. Kahyaoğlu can provide you with detailed information regarding the number of experts we have; what I would like to say is that the project came about as a product of many peoples' ideas as those experts, including the ODİDER team, exchanged ideas with our committee members.

**UNDP Turkey:** : We discuss a project in which there are contributions from various partners. Ministry of Environment and Forestry, Ministry of Energy and Natural Resources, UNIDO ICHET – as we have just mentioned-, ODİDER –which receives assistance from the Ministry of Energy. GEF SPG is in a sense responsible for coordination, and last but not least UNDP is also involved. One more question: is it easy to run such a multi-partner project?

**G.A.:** In fact, when you speak the same language and know what to do, if we understand what we are going to do from the project document, if the document is well-prepared, as it is in this project – then everybody knows what to do and what skills to use where and everyone does what is necessary. We haven't had any problems so far.

**O.K.:** I would like to add something to clarify the issue. Creating the idea took 2 months. After creating the idea and implementation, forming the project took 4 months; and in only 3.5 months, we produced the caravan.

**UNDP Turkey:** Well, we are talking about a caravan you have manufactured; producing the energy it needs on its own, and is the only one in the world.

**O.K.:** Let us put it like this; it is the only caravan which has photovoltaic batteries and a wind turbine that produces and stores electricity and then uses this to create hydrogen to then create more electricity on a single system.

**G.A.:** Also a hybrid system.

**UNDP Turkey:** Where does the energy running the motor of the caravan come from?

**O.K.:** There is a diesel motor operating the caravan. Since the company that manufactures this motor does not yet have a motor that runs on hydrogen and natural gas, or rather they have not yet built a prototype of such a motor, we rushed to create the prototype of the caravan...

fossil fuels by human beings since the industrial revolution, sunlight, which turns the Earth into a habitable place, cannot leave of the atmosphere. When it remains inside the atmosphere, the Earth becomes warmer just like a humid and warm greenhouse. This is why there is climate change. We all know this; drought in 2007-2008, floods in unexpected areas, extreme warmth, excessive rainfall and a decrease in the amount of snow are indicators of changes.

**UNDP Turkey:** These are outcomes of the situation. It is not only factors in Turkey that affect climate change here. What changes happened recently and which factors triggered climate change in Turkey?

***'The climate always changes, it has always changed and will always change; but now, there is a human factor!'***

**A.U.:** We are a developing country and there are prices of development. It is obvious that development efforts bring various environmental problems; but regarding climate change, problems caused by development are not the only cause of environmental problems. This is a process affecting social life, socio-economic life,

economies and efforts for development. Turkey, certainly, has a role in it; because we need to improve our industry and agriculture, and produce energy for development. All of these have contributing effects to greenhouse gases; that means, we have a share in it too. When we evaluate the response, the IPSS, which is an international agency publishing technical reports, indicates that Mediterranean Region has a high ranking among the seriously affected regions. This means that a large part of Turkey remains in the mostly-affected regions. The Mediterranean Basin, and so Turkey, is among the seriously affected countries.

**UNDP Turkey:** Carbon dioxide emissions are assumed to be the primary reason of climate change. Are there any other reasons triggering it?

**A.U.:** Certainly there are other greenhouse gases. There are emissions of other gases which do not have the same effect as carbon dioxide. There are also serious emissions from industrial activities, and also there are natural cycles. The axis of the Earth, proximity to the Sun, concessions in the orbit; but when they all happen together.

**UNDP Turkey:** Can increase in carbon dioxide emissions in Turkey trigger climate change in another country? Or how can climate change in a different place affect Turkey? Is it possible to see this happening?

**A.U.:** The wind, the tide, nature is not limited to borders. Things happen beyond borders. There are various ongoing cycles even if human beings did not exist. Climates change, ice ages may begin, masses may disappear; but there is a human factor now. What we do, in a sense, bad behaviors - for example; incorrect use of fossil fuels in the past in today's developed countries - create global problems. Even though we stop carbon emissions, effects of climate change will continue for tens of years. That is why we talk about adaptation in addition to reduction.

**UNDP Turkey:** It highlights the necessity of global action and a global partnership rather than territorial partnership. Let us talk about things done in Turkey. I think one side of climate change adaptation is reduction and prevention of climate change. What has been done in Turkey, in this regard?

**A.U.:** Both reduction and adaptation go parallel to each other; you need to support international efforts with local works. Turkey has been shouldering a very active role in climate change negotiations for the past 2 years. Especially after it adhered to the Kyoto Protocol in 2009,



**UNDP Turkey:** But we are speaking of a caravan which is going to produce the energy to run the motor on its own in the following steps, aren't we?

**G.A.:** Actually, may I tell you a detail? For enabling such an energy source to be used in Turkey, there needs to already be stations for it. The ODİDER has a wide natural gas station network; if there were accessible hydrogen gas stations everywhere, it would make it very easy for people to operate a vehicle that runs on hydrogen.

**UNDP Turkey:** Apparently to highlight improvement of sustainable energy technologies in the tourism and caravan sectors. Well, what will such a prototype caravan be used for?

**O.K.:** Let me give you an example. This caravan is a demonstration. A person can live inside for four to five days when all the batteries are charged and the motor is turned off. Do not think of this as a caravan; but think of it as your house, your home in your village; you can implement the same idea. We planned this with 3 types of energy resources. However you can choose to use only photovoltaic battery and wind turbines and neglect hydrogen. On the other hand, someone else may choose hydrogen. In fact, following the project, a hydrogen support unit was constructed in the İDO Pier. The reharvesting of energy is done by using hydrogen. These may seem like just prototypes, but we want to spread these ideas all over Turkey. Thus our aim is to make everybody, local governors, mayors, civil servants realize the benefits and take action towards this.

**UNDP Turkey:** It also makes us think of emergencies. What models have you come up with for emergencies right now?

**O.K.:** We have thought about a mobile health center, an emergency vehicle, an education vehicle, etc. For example; we researched the vehicles the Turkish Red Crescent use for collecting blood. These vehicles always consume energy produced from diesel fuel generators. We are thinking about applying it to these situations.

**UNDP Turkey:** OK, the last question is for you, Ms. Argun. Which of the Millennium Development Goals does this project fit in to?

**G.A.:** This project fits in to climate change – combating climate change under “ensuring environmental sustainability” is a crucial step for us.

**UNDP Turkey:** You are involved in a project which combines technology and technique and awareness raising.

## DOES CLIMATE CHANGE EXIST?

**UNDP Turkey:** In this episode, our topic is UN's work in the field of enhancement of capacity of Turkey to adapt to climate change. You may not have heard of UN Joint Programme, entitled Enhancing the Capacity of Turkey to Adapt to Climate Change. This joint programme is aimed at integrating climate change adaptation capacity to Turkey's policies, agendas and targets. Well, with regards to this, what has been done? Where does the money come from? We will discuss these with Mr. Atila Uras, Joint Programme Manager. If you like, we shall discuss the joint project, entitled Enhancing the Capacity of Turkey to Adapt to Climate Change and we know that this is financed by Millennium Development Goals Achievement Fund. Let us start with talking about this dimension and the background of this project.

**Atila Uras (A.U.):** Actually, this is beyond being a project; is a joint programme. Here, we can say that this is a globally implemented programme, which tests the UN to see if it is moving as a unitary organization. In our programme, there are 4 UN agencies working on the same path.

**UNDP Turkey:** Which UN Agencies?

**A.U.:** First and foremost UNDP, as well as UNEP, UNIDO and FAO all work together.

**UNDP Türkiye:** Country offices of these agencies meet and contribute to the programme. Meanwhile, you have different partners while running this programme, don't you?

**A.U.:** Of course; because UN always works with public agencies. They work to actualize commitments to meet international agreements and a country's needs, and to extend assistance in that direction. Thus, we should include not only the UN; but also ministries to this executive partners' group. Especially the Ministry of Environment and Forestry is the focal point of climate change issues in Turkey; yet it is not possible to complete the frame without the Ministry of Agriculture and Rural Affairs, and Ministry of Industry and Commerce. Certainly, beyond the entire group, the State Planning Organization is one of the important partners of our programme.

**UNDP Turkey:** You have been carrying out this programme with government agencies, NGOs, universities and other partners. We will touch upon this; but for now you can tell us if there is climate change in Turkey, as we have mentioned in the name of the programme; Enhancing the Capacity of Turkey to Adapt to Climate Change. Can we proceed talking about this?

**A.U.:** Yes, we face the question of "is there actually climate change?" We can describe climate change as follows; the climate always changes, it has always changed and will always change; but now, there is a human factor. That is, humans have accelerated recent climate cycles. When analyzed globally, we live in a fragile, small shell and while human beings consume it, the climate change issue is added as an extra difficulty. In this process, starting with use of



**Contributor:**

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# CLIMATE ARENA

PODCAST 6

28 FEBRUARY 2011

**UNDP Turkey:** In this episode, we are going to talk about an initiative named "Climate Arena". There is a team which speaks about the climate change issue with students from all over Turkey, academicians, representatives of business world and many others, by visiting cities. Well, who are these people and what do they talk about? We will discuss this with our guest speakers who are Ms. Deniz Tapan, UNDP Programme Communications Expert on Environment & Sustainable Development and Ms. Özlem Gökalp, British Council Science and Climate Change Projects Manager.

**UNDP Turkey:** Ms. Tapan, I would like to ask you first; there might be people who cannot correlate the British Council with the climate change issue. What is your link with this issue and how did the idea for Climate Arena come out?

**Özlem Gökalp (Ö.G.):** British Council is a cultural organization which is been on the ground for 70 years; and one of our areas of activities is science projects. In order to arouse interest in the climate change issue within science projects, we have organized several activities. We have been organizing such activities for 4 years. In general, projects we accomplish are regional ones within the British Council. There was a project called "Climate Advocates" which started off last year in Turkey and we started to work with young people within the scope of this project. Our main target was to raise awareness on related concepts about climate change through discussions and awareness raising activities. Thus, we wanted to organize "Climate Arena" with experts as a branch of series of activities for awareness rising. The first of this discussion programme was held at Middle East Technical University.

**UNDP Turkey:** When was the first programme?

**Ö.G.:** The first was on April 4th in cooperation with the United Nations. We had academicians from universities as guest speakers, experts from the United Nations, and representatives from NGOs. This was not in the format of a conference where guest speakers make presentations academically; it was designed to be intertwined with audiences, like a TV show. Audiences could ask questions and made comments whenever they wanted to. This is why this activity was named "Climate Arena".

**UNDP Turkey:** You almost discuss climate change in a TV show format. You have mentioned awareness raising; Ms. Gökalp, I would like to ask you. Awareness raising is a very popular concept; but what exactly do you mean by it? Which topics have you touched upon? How many people have benefited from your project? Do you have any feedback?

**Deniz Tapan (D.T.):** Our job is to improve the adaptation capacity of Turkey into United Nations Joint Programme. Along with building the capacity of institutions, we are willing to build capacity for



## Contributors:

*Ms. Deniz Tapan, UNDP Programme Communications Expert on Environment Sustainable Development*

*Ms. Özlem Gökalp, British Council Science and Climate Change Projects Manager*

individuals. We achieve this through such awareness raising works. Herein, our roads intersected with British Council's and so we organized such a successful activity called "Climate Arena". We have organized "Climate Arena" in 9 cities. We have reached around 700 people. We have this information from the numbers of participants. Of course it has a snowball effect. All participants talk about this project to their friends and families. The general profile of our participants as well as of our guest speakers vary. Guest speakers of "Climate Arena" from the United Nations are moderators. Also academicians, representatives of local newspapers, chairpersons of the Association of Journalists or an academician from that city are involved. We try to choose people who work on familiar topics. Does climate change exist; or not? What are its effects? How do we feel it in Turkey? How do we feel it in the province that we visit? And can we find a solution for it? At this point, we touch upon integration training. We give examples.

**UNDP Turkey:** : I guess telling a story through pictures related to people's own lives with daily examples interests an audience; Ms. Tapan, how do you achieve capturing the interest of people, since it climate change is a concept which may not be that interesting?

**Ö.G.:** One of the important shareholders of this activity is European Union Information Centers. We are in contact with European Union Information Centers in the provinces we visit; and they help us announce this activity in their own provinces. At the same time, panelists are eager to give advice and assist us. Since they have a command of the city, we are able to make announcements of this project in several mediums like local press and local radio channels. Besides, climate change is a topic that it concerns all people in a way. And when we discover that people have problems or solution suggestions regarding the issue, we realize that they are willing to participate in such activities and share their ideas or comments. In this sense, European Union Information Centers have been a huge support to us.

**' The climate change is an issue which concerns all MDGS from eradicating extreme poverty and hunger to promotion of gender equality. '**

**UNDP Turkey:** Now, when I examine your schedule; you have visited many cities and on the day this video will be broadcasted, you will have gone to Denizli – on February 24th. And there is İzmir on March 3rd; where else have you been to?

**D.T.:** Actually, we initiated this in Ankara first; then in Istanbul. And then Van, Trabzon, Konya, Antep, Mersin, Adana, Urfa – we have actually visited many cities.

**UNDP Turkey:** You are ending the tour of Climate Arena?

**D.T.:** We are ending it temporarily. Maybe, if we get the opportunity again in the next term, we are willing to diversify our activities on raising awareness along with Climate Arena in different fields.

**UNDP Turkey:** Well, partnerships have been touched upon. The ones listed are the British Council – you have already mentioned what the link is between the British Council and this initiative – UNDP, European Union and United Nations Joint Programme. What kind of a partnership is this?

**Ö.G.:** United Nations Joint Programme is a programme which advances adaptation capacity of Turkey to climate change and we wanted to unite our strength at this point. Especially the British Council had done a lot of work on raising awareness on climate change. Actually, our roads intersected in a photography contest. There was a photography contest organized by the British Council called "Capture Climate Change" whose idea evolved from "how to tell climate change with images". And we had a grant program within the scope of this joint programme. One of these projects was a photography contest, named "Come on Girls, Let's Take Pictures" at Seyhan



Basin. We organized an exhibition. “Capture Climate Change” also had its own exhibition. And this was our starting point.

**UNDP Turkey:** Which of the Millennium Development Goals determined by world leaders in 2000 does this activity fit into, Ms. Tapan?

**D.T.:** : Actually this is the seventh. As it fits in to “ensure environmental sustainability” MDG, it contributes to the other MDGs; because climate change is an issue which concerns all MDGS from eradicating extreme poverty and hunger to promotion of gender equality.

**UNDP Turkey:** These are goals which intersect and flourish towards a common goal despite the fact that they seem to be different.

# STATUS OF WOMEN IN TURKEY AND UNDP

**UNDP Turkey:** In this episode, our topic is equal opportunities; years of efforts of women's movements for equal opportunities for men and women has taken another further step forward with the establishment of Woman – Man Equal Opportunities Commission in Turkey. What does the commission do, and what is the link with UNDP on this issue? I will ask these questions to our guest speakers. Dr. Leyla Şen, Democratic Governance Programme Manager at the UNDP Turkey and Ms. Aygül Fazlıoğlu, specialist at the Woman – Man Equal Opportunities Commission of Turkish Grand National Assembly and a sociologist. First of all, I would like to ask you Dr. Şen; could you tell us a little bit of the background of UN's and especially UNDP's interest in women – men equality of opportunities?

**Leyla Şen (L.Ş.):** UN and UNDP have prerequisites for social gender equality, equality of men and women, sustainable and fair development. Although women compose 50 percent of the world population, they have serious problems with gaining access to opportunities in every part of the world. And if I start with the definition of development as given by Amartya Sen, we can shed a light on why we are working towards increasing people's ability to control their own lives and making it feasible to achieve all that they can achieve.



**Contributors:**

*Dr. Leyla Şen, UNDP Democratic Governance Programme Manager*

*Ms. Aygül Fazlıoğlu, Sociologist, Specialist at the Woman – Man Equal Opportunities Commission of Turkish Grand National Assembly*

more step towards equality. Whatever happens, even if it is only one day, it is very important; I would like to thank you for giving us the opportunity at least to point out the inequalities in the world.

**UNDP Turkey:** Happy International Women's Day. Let us look at these women's movements. Can we analyze women's movements in Turkey and how the movement ended up with the establishment of such a commission? Could you tell us about this, please?

**Aygül Fazlıoğlu (A.F.):** It is indeed a good question. When we analyze the women's movement in our country, we realize that it started spreading after 1990s, and as you all know, Turkish women were given right to vote and to be elected for the parliament earlier than many other women were in the world. According to the existing situation, especially at the legislative level, there are

**UNDP Turkey:** Let me briefly explain Amartya Sen; he is one of the primary advocates of the concept of human development and emphasized that human development should be measured not only in terms of economic development; but also by social factors. In the meantime, this week is March 8 – International Women's Day; this is one of the reasons of inviting you to our podcast. This is the 100th anniversary, isn't it? Exactly this year, 2011; could you briefly talk about this?

**L.Ş.:** Sure. As you know, the actual name of this very special and meaningful day is International Working Women's Day and it was initiated by union movements in the 19th century, and was actually shaped by women's movements in America. There had been criticisms; such as "should just pay attention to the problems of women on only one day", but is at least one



many adopted laws and legislations in favor of women in either the Turkish Penal Code or the Turkish Civil Code or business world; and an agency was founded in 1990 in order to strengthen the national women's movement. However, the parliamentary branch was missing. Woman – Man Equal Opportunities Commission was founded at the Turkish Grand National Assembly on March 24, 2009, pioneered especially by women's NGOs in Turkey. Since its establishment, despite being a recently established commission, it has been contributing to works to strengthen and develop especially women's rights, and it has also been working at the parliament at legislative level. It is involved in one-to-one active works with NGOs. Meanwhile, it works with national and international agencies to promote women's rights.

***'Our cooperation with Woman – Man Equal Opportunities Commission is related to social gender equality in decision-making processes and active monitoring of practices.'***

**UNDP Turkey:** Cooperation activities have been partially continuing since 2009. Of course, we are talking about a commission, which was founded after such a long process. There are a variety of women's problems in Turkey. There are honor killings on one side and murders of women on the other side. The other problem is representation. There are many topics, such as representation of women in the parliament, labor and management. Which of these do you focus on?

**A.F.:** Now, if we are talking about the point we have reached, women's participation in decision-making mechanisms is important. Instead of working only for

one area, the commission works for women to make their voices heard more in politics, the economy, education, health, access to important sources and management of these resources. We are involved in serious projects.

**UNDP Turkey:** Women will both have a say on these sources and have an ease of access to them.

**A.F.:** Absolutely!

**L.Ş.:** Excuse me. May I interrupt? It is not only about access. I worked in the eastern and southeastern parts of Turkey for such a long time. There, even in villages on the Black Sea coast, women are acting as the safe of a house. Meaning, they can have access to money and to other resources. However, the nuance is if they have the right to control. Yes, they can reach it; but can they control it? I guess, if we address both access and control, we will be touching upon the issue in a detailed way.

**UNDP Turkey:** Then, we shall add one more point; women will be able to reach, control and manage these resources. These will be the same as what men have. Well, what are the solution suggestions? We know that the criteria, you have just mentioned are not at the level we should have in Turkey.

**A.F.:** Our basic and important problem is the necessities of labor markets. For instance; regarding labor, if women possess some qualifications and have an education, these will strengthen women. The focal point is strengthening women. With regards to the education dimension, in Turkey, the level of literacy is at 81.6 percent; of course the aim is to make it 100 percent; the same is also valid for health. According to the latest data, there are significant decreases in maternal mortality and baby mortality ratios. Regarding labor, the ratio is 25.6 percent, of course, these ratios can increase. The next term and elections that are going to be held on June 12th constitute a significant importance for women. Currently, the ratio of representation of women in the parliament is 9.1 percent; of course, we desire this ratio to increase and to reach 30 or 40 percent; NGOs have been working significantly on this as we all know. It is necessary to support

these works. By the way, I think the NGO branch of these works and lobbying are so important. There is a significant potential female group in Turkey. We should get them to demand, and make necessary mechanisms, which will promote them, further. But this is not possible to initiate on their own. This requires NGOs, the private sector and parliament to work towards this; we should work for making all of these moves on this issue. I think we should all show solidarity with women.

**UNDP Turkey:** We have discussed the commission, working since 2009. What does it do in cooperation with the UNDP? Do you have any policy suggestions, any concrete or other projects, Dr. Şen?

**L.Ş.:** Let me put it this way; as Ms. Fazlıoğlu has just mentioned, this one is one of 17 special commissions of the Grand Assembly, initiated for social gender equality, woman - man equality of opportunities; and they have 2 main segments; yet there are many segments. One of them is inclusion of social gender equality in law making procedures; and the other one is ...

**UNDP Turkey:** We mean to all types of laws, don't we? Not only the ones for male-female equality...

**A.F.:** We would like to add that dimension and awareness raising to every law.

**L.Ş.:** Yes; but when Turkey is analyzed within the perspective of international actors, there are such criticisms; Turkey has well-developed legislations; yet it has problems with implementing them. In this regard, the role of the commission is to activate these practices. Now, I would like to say something related to your previous question. Yes, our cooperation axis with the commission is related to social gender equality in decision-making processes and active monitoring of practices, besides women's movements, which are active and well carried out. It would be right to say that our actions condense on these three main points. If I may, I would to announce one thing; we would like to have our colleagues to join a fair society with gender equality. We have an international meeting on social gender equality, on March 24 and 25 at Grand Cevahir Hotel in Istanbul. People and guest speakers, who possess a deep knowledge on these issues, will be joining us. If you can join us too, we would be very pleased.

**UNDP Turkey:** Everybody can easily participate in this meeting. International Social Gender Equality Meeting on March 24 and 25, in Istanbul. You might search on the internet and check the web-site.



this process accelerated and now it is very active in international processes. On the other hand, whatever we do now, we will still have to live with the effects of climate change for tens of years to come, as I have just mentioned.

**UNDP Turkey:** Even if carbon dioxide emissions now stop...

**A.U.:** Of course, even if it stops, we need to do something locally. We need to revise our development plans with regards to climate change. In order to do this, various actions from local ones to national ones are necessary.

**UNDP Turkey:** In this sense, what kind of common efforts did the UNJP have with the Turkish Government so far? And what are your other recently carried out projects?

**A.U.:** There are many adaptation projects, carried out within the joint programme. We can group these into 3 different categories. One is works at political level, meaning development of climate change adaptation strategy of Turkey with government agencies. We will have had the draft prepared within 1 month.

**UNDP Turkey:** Will the draft be prepared in 2011?

**A.U.:** Of course. We will have achieved this strategy.

**UNDP Turkey:** What will Turkey gain from this strategy?

**A.U.:** This strategy will draw our road map. We must have different actions in different places according to that road map; it is not very easy to have a national action plan. Effects of climate change even in the same province or in the same basin differ greatly.

**UNDP Turkey:** Are we talking about a strategy which touches upon reasons and on the other side outcomes?

**A.U.:** Of course. The strategy will determine the guidelines, and then there can be dimensions of the strategy for river basins, agriculture basins or territories of provinces. We must actualize the action plan with related financial resources.

**UNDP Turkey:** You will carry out this type of policy examples or road maps in different places of Turkey. In which basins or districts are you currently active?

**A.U.:** We worked in Seyhan River Basin as a pilot region; and we have been continuing this work. It predominantly composes 95 percent of Kayseri, Niğde and Adana. We worked towards 18 success stories in the basin as an example of struggle with different effects, in cooperation with various public agencies, universities and NGOs, within the context of the grant programme. We also work in other places in Turkey. Our sample works are related to water efficiency in Ankara and Bursa. We supported initiatives within the scope of communications and accessible analyses, for example, and the establishment of an action plan on climate change in Van. These are a few example, we have many projects carried out in several places.

**UNDP Turkey:** You contribute to policy making and carry out sample projects... I should emphasize that this programme is funded by Millennium Development Goals Achievement Fund, how do you receive this funding?

**A.U.:** Yes, Millennium Development Goals Achievement Fund was a fund, extended to the UNDP

by the Spanish Government at a global level.

**UNDP Turkey:** Are all of the expenses funded by this?

**'Climate change is also a problem of development.'**

**A.U.:** Yes, the whole of the programme is financed by this fund. Of course, there were some other contributions from either grant programmes or cooperation with public agencies; because only one source is not enough. This is an over-all struggle, and we want and expect all sources of countries to be included and to sustain these efforts with resources of these countries.

**UNDP Turkey:** Details on this project can be found on [www.iklimmdgf-tr.org](http://www.iklimmdgf-tr.org).



## FROM DREAM TO REALITY: DREAMS ACADEMY

**UNDP Turkey:** In this episode, our topic is a dream-like academy from Istanbul; Dreams Academy. We will discuss about this academy with our contributor, President of Alternative Life Association and Project Coordinator of Dreams Academy, Mr. Ercan Tatal. First of all, let us start by asking how this idea for an academy came about and why this academy was founded.



**Ercan Tatal (E.T.):** The idea of Dreams Academy, actually... there have been projects run in parallel with each other by the Alternative Life Association for 8-9 years, related to equal and active participation of disabled people in social life – projects such as Diving is Freedom, Alternative Camp and Istanbul Without Obstacles, gave an opportunity for disabled participants, whose total number reaches thousands, to discuss, share and showcase their lives, wishes, demands and dreams. And we at that time, while hosting disabled young people within the concept of integration into education and sports, observed that they have incredible talents to enrich daily life and can do many things in music and performance if they are given the chance. From this point, and of course in the world, there are many people who have set a very high bar in these fields of art although they are disabled. We founded Dreams Academy with thoughts of “why don’t we have our own stars?”, or “why don’t we reach young disabled people we lock up in their houses and do not allow to go out into the streets?”

**Contributor:**

*Mr. Ercan Tatal, President of Alternative Life Association and Project Coordinator of Dreams Academy*

**UNDP Turkey:** Alternative Life Association, as evident from its name, is a nongovernmental organization, focusing on disabled young people to some extent. When you came to the Dreams Academy phase, you turned a dream into reality by establishing many partnerships, and UNDP is involved as one of the main partners. It is already clear from its name: Dreams Academy... Can you describe a little bit what Dreams Academy is?

**E.T.:** We can describe Dreams Academy as covering a wide range of activities. It is an alternative arts academy which introduces performing arts, plastic arts and visual arts free of charge to people who are socially disadvantaged due to their disabilities, chronic diseases and temporary situations, and is supported and carried out by an existing international volunteer network. That is, it is no different from education programmes of conservatories or arts universities; it is planned to let these people, who were kept out of a way due to an elitist approach, complete their education. This is a kind of factory where young people – participating students and candidates, having various talents in arts, dance, drama, photography, filming, DJing or animation, feel free and for the first time meet arts materials, information and have the opportunity to perform.

**UNDP Turkey:** It began in Beşiktaş, Istanbul; then continued onto the Anatolian side in association with Ataşehir Municipality. We touched upon socially-disadvantaged young people. Can you make this clearer? What kind of young people are involved in Dreams Academy? There are, for instance, blind people, the mentally disabled. How can their talents be realized?

**E.T.:** We can categorize disabled people into four groups: the blind, the physically disabled, the deaf and the mentally disabled. In Dreams Academy, we take action regarding these disability categories without any selection processes, any elitist approaches and any exams; but with an approach of highlighting their CANs instead of their CANTs. Thus, we welcome everybody who says “I have never had the opportunity for an education like this” or “I was kept outside of this

process in some way". We have an affluent programme. There are many tutors who voluntarily work and there are artists.

**UNDP Turkey:** Actually, regarding this dimension of the project, it is seen as an important example of social inclusion, both in Turkey and abroad. It was recently awarded with many prizes, wasn't it?

**E.T.:** The biggest reason for the quick success of Dreams Academy is its strong partnership structure. I think it is a successful role model or model practice for maintenance of cross sectorial relations. As you have mentioned, United Nations Development Programme is on one side and State Planning Organization is on the other, representing the Government. There is the Vodafone Turkey Foundation involved, representing the private sector side. On the opposite side, there are local governments which provide us with appropriate places to work from and in the middle of this structure there is a nongovernmental organization. These projects are frames which enable social enterprises and social responsibility to turn into sustainable social investment and development.

**UNDP Turkey:** This project is an example regarding both its partnership structure and its aims, targets and methods.

**E.T.:** Yes, its structure is strong, since it was not planned as a sponsorship system. This enables the project to be sustainable and reduces risks. When something is looked at both internationally and locally, it becomes evident that the project can be a model for other nongovernmental organizations, carrying out all of these activities. Dreams Academy works like a factory which enables people to express themselves as artists and to perform, and creates opportunities regarding labor, for example a social inclusion band member, earning an income - the same is valid for musical students and artists of Dreams Group. There are "production studios" which can be used by students who are interested in photography, painting; this is why I used the word "factory". This model certainly captured interest in Europe as well. After being awarded with the Golden Compass, it became an issue debated in workshops and seminars in Europe. Eventually this project was ranked among the first top ten out of 150 projects from 23 countries in the

European Social Innovation competition run by Euclid Network, and the Six Young Foundation in cooperation with the European Commission. We, representatives of the UNDP, Ayder and Vodafone Turkey Foundation made presentations in Bilbao which is the Silicon Valley of social enterprise. Our presentation was the favorite one among the entire projects.

**'The biggest reason for the quick success of Dreams Academy is its strong partnership structure.'**

**UNDP Turkey:** Actually there are various successes and awards, when Dreams Academy is mentioned. How can a person reach you to get information?

**E.T.:** They can reach us on [duslarakademisi.org](http://duslarakademisi.org).

**UNDP Turkey:** People who are willing to participate as volunteer tutors can also reach you through the same web address as well, can't they?

**E.T.:** Everybody can reach us on the same web address.

**UNDP Turkey:** One last question: What is your own personal link with this project?

**E.T.:** If there is an existing social problem, there is certainly a solution; this can be a step taken by one person. I, as a citizen and an intellectual with a logic of why I should not be that man, being sensitive to his country and era, could not be indifferent to the existing problems that I know about.

**UNDP Turkey:** Then, you took action and found yourself in this project. We wish success also for the future upcoming projects.



# THOSE WHO KNOW TEACH HOW TO USE A COMPUTER TO THOSE WHO DON'T

PODCAST 10

08 MARCH 2011

**UNDP Turkey:** In this episode, our topic is a project, entitled “Those who know teach how to use computer to those who don’t” and we will discuss this with Ms. Başak Saral, The Secretary-General of the Youth Association for Habitat. . First of all let us talk about what “Those who know teach how to use a computer to those who don’t” Project is and then we will discuss the background.

**Başak Saral (B.S.):** “Those who know teach how to use a computer to those who don’t” Project was initiated in the global arena in 2004 with the cooperation of Microsoft and United Nations Development Programme. It began in 10 countries. It aimed to ease access to technology and to strengthen technological talents of communities. And we, Youth Association for Habitat, got involved in the project in that period of time. So, in 7 years, we have been aiming to maintain transformation of the community to information technology and to ease their access to information and to support their literacy in almost every city and every province with the help of young volunteers.

**UNDP Turkey:** This project is on the ground in 76 provinces. There are 120 towns. There are 1,048 volunteer tutors, who are part of “those who know teach how to use a computer to those who don’t”. I guess young people teach their friends and their circles through this project. Actually the complete name of this project is “Empowerment of Youth for e-Transformation in Turkey”. What is e-transformation?

**B.S.:** This began as a youth project. It was especially aimed at young volunteers to transfer their knowledge to their peers as tutors. Afterwards, the project was extended towards different groups of society, as we received several requests for this. A social transformation was supported with the help of the youth. It was not only aimed at access to information, to produce information; but also to reflect the youth perspective for developing a knowledge strategy in Turkey.

**UNDP Turkey:** That is; a policy change, a perspective change was aimed at.

**B.S.:** We have been running this project with the aim of contributing to change of public policies and enabling youth to have voice in this policy changes and an action plan for community shareholders and actors.

**UNDP Turkey:** When will such a strategy be prepared in Turkey?

**B.S.:** The first phase of this strategy was put into effect in the last years; yet the information strategy of the community was revised by the State Planning Organization again in 2011 and during this process, there is great participation of different groups of society. We will be supporting development of this strategy.

**UNDP Turkey:** Well, you have a sub-aim of increasing the computer literacy rate of youth, don’t you? In which phase is the project at the moment?

**B.S.:** During the first few years of our project, the rate of computer literacy was very low across



**Contributor:**

*Ms. Başak Saral, Secretary-General of the Youth Association for Habitat*

the country, not only among youth but also among different segments of the society. Today, as computer literacy among youth is around 60 percent, it is still very low among other groups. We have been continuing our activities to make it 100 percent.

***'We have been running this project with the aim of enabling youth to have voice in this policy changes and an action plan for community shareholders and actors.'***

and local governments, and aim to invigorate especially these Information Academies and existing laboratories. For this aim, we supported the establishment of Information Academies in 18 provinces. We have been trying to form a core syllabus, to support their coverage and to strengthen tutoring capacities.

**UNDP Turkey:** You, Youth Association for Habitat, actually have strong partners while running this project. Microsoft is on one side, the State Planning Organization is very important for the strategy you have just mentioned and there is UNDP. Can you please tell us about cooperation with the United Nations Development Programme?

**B.S.:** United Nations Development Programme supported us especially in the improvement of institutional collaborations. This is a project formed by public-private sector collaboration. The strategy of the project has been developed day by day with Microsoft and the State Planning Organization. UNDP had a significant role in enabling us to meet Microsoft and SPO and helped us to transform this into a public policy.

**UNDP Turkey:** Which of the Millennium Development Goals does this fit into? How do you describe it?

**B.S.:** One of the main titles of the MDGs refers to public-private sector collaborations for "solution suggestions" to problems, defined within the development goals. One of the sub-topics of this goal is contribution to maintenance of solutions through information technologies. This is actually a project which contributes to the empowerment of women and children as well, and to the supporting of sustainable environment.

**UNDP Turkey:** Well, we call the project "Those who know teach how to use a computer to those who don't". I know how to use a computer, how can I teach this skill to others and how can I contact you?

**B.S.:** "Those who know teach how to use a computer to those who don't" always calls for new volunteers. It aims to increase its number of volunteer tutors by monthly training in two different regions. If you would like to support and join us, we have a web-site [bilenlerbilmeyenlerebilgisayarogretiyor.net](http://bilenlerbilmeyenlerebilgisayarogretiyor.net).

**UNDP Turkey:** [bilenlerbilmeyenlerebilgisayarogretiyor.net](http://bilenlerbilmeyenlerebilgisayarogretiyor.net) .It is long; but easy to remember.

**B.S.:** Yes, you can also check the websites of our partners. We also have fan groups on social networks such as Facebook and Twitter.

**UNDP Turkey:** So you say that the only thing is our enthusiasm and you call for new volunteers.





# TECHNOLOGY SUPPORTING DEVELOPMENT

PODCAST 11

04 APRIL 2011

**UNDP Turkey:** topic of this part is corporate service corps or corporate volunteerism. How would it be if the firm you were working at would enable you to get involved in volunteer actions for development projects in various countries? We will discuss this topic with our contributor Ms. Özlem Çalışkan who is the manager of UNDP Corporate Service Corps Project. We shall start with the concept of corporate volunteerism. I have just mentioned; the firm you work at appoints you in a project in a country where you would like to get into voluntary events. You work with IBM for this project. What has been done so far?

**Özlem Çalışkan (Ö.Ç.):** IBM Corporate Service Corps Programme is a global programme which has been initiated in the framework of corporate citizenship and corporate social responsibility activities of IBM. As you have said, it is a corporate voluntary service programme. This programme has been implemented in twenty different countries in the world. When it was started, it was implemented in five countries. It began to form in 2007. In 2008, it was actualized and today it has been implemented in twenty different countries. It has been implemented in developing countries such as Bulgaria, Brazil, China and Egypt as well as Turkey. In this programme, as you have touched upon, applicants who are in the first 15 percent in terms of performance are appointed to teams to work in developing countries.

**UNDP Turkey:** : This means, an employee can become a volunteer only if he/she is successful in his/her job, correct?

**Ö.Ç.:** Absolutely.

**UNDP Turkey:** This from employers' perspective probably motivates employees.

**Ö.Ç.:** Yes, actually in the first phase, this programme was shaped as a Leadership Development Programme of IBM. IBM is a large and integrated company in global and integrated markets, and it wants to have employees who have appropriate skills in order to work in a global and integrated world. The contribution of the programme should be analyzed through this perspective. It was shaped in order to develop human resources and leadership skills; yet this programme does not only contribute to IBM. Meanwhile, it introduces worldwide consultancy to all developing countries and local agencies. IBM employees, who have knowledge of technology developed by IBM for many years, voluntarily share their experiences with local institutions.

**UNDP Turkey:** Actually it is a good example of inclusion of the private sector in development and includes reforms which form an example for many other firms. On one hand, there is the dimension of increase in efficiency; and on the other there are dimensions of both support for volunteerism and support for development projects. Let's assume that the firm chose who to go and sent them to a country. This country shall be Turkey, for instance. They come to Turkey, meet with UNDP Turkey, what would they do?

**Ö.Ç.:** First of all I would like to tell you about our partnership structure, because the project has been implemented differently. This project has been implemented through international nongovernmental organizations in association with IBM in the world. Partnership structure in



**Contributor:**

*Ms. Özlem Çalışkan, UNDP Corporate Service Corps Project Manager*

Turkey was shaped as a private-public sector project and the project has been implemented by UNDP, the State Planning Organization, Corporate Volunteer Association and Digital Opportunity Trust - a Canadian NGO - in cooperation with IBM. That means there is a five partner structure in Turkey. We, as implementing partners, give suggestions to IBM regarding where to implement the project, which topic to focus on and which places are in the most need. Of course, all project partners decide at the end. For years, as you know, we, UNDP, are on the ground in Turkey and have a deep knowledge on these issues. Thus, we have well-developed long-term partnerships with local partners. It is necessary to form and shape certain projects which should be designed to last for 30 days and to develop strategic planning and marketing.

**'IBM aims to introduce worldwide consultancy to local agencies in all developing countries.'**

**UNDP Turkey:** Of course there is a time limitation. As a result, employees come to Turkey in their sabbaticals and go to the places you select in the context of the project.

**Ö.Ç.:** Yes, absolutely.

**UNDP Turkey:** Where are these places?

**Ö.Ç.:** These provinces are – I would like to give examples from where we implemented the project so far – we began in Mersin. Two teams worked in Mersin in two different phases. Following that, two different teams worked in Gaziantep. I would also like mention that these teams are always different, the same teams don't always go to the same places. The third place was Malatya. At the moment a new team is getting ready to arrive in Turkey. A three month term of work will be completed and during April, they will work with local institutions in Kayseri. The current team composes of 12 people. Another important element we should discuss is that there is a homogeneous and multi-cultural structure in teams. Participants are not only from developing countries; yet they come from IBM offices from all over the world.

**UNDP Turkey:** Employees of this big company in several countries come here in mixed groups. Well, our followers would ask, what they do when they come. In which projects are they appointed?

**Ö.Ç.:** I would like to give an example from the works we have done so far. For example; we did activities such as strategic planning, marketing and communications for development of tourism of Mersin. We, in association with Gaziantep Municipality, had a project for the enhancement of IT infrastructure of Gaziantep Municipality and for the introduction of smart-city suggestions for Gaziantep. We worked towards the introduction of innovation and R&D and industrial special offers in association with Gaziantep Chamber of Industry. We also worked for strategic and organizational planning and in the general sense business planning of Gaziantep Cyberpark. In Malatya, we worked in coordination with Malatya Governorship, in cooperation and hosting of the Fırat Development Agency. The Apricot Accreditation Body was a recently-founded institution there. We formed a business and strategic plan for this agency. We also run a project for the development of tourism.

**UNDP Turkey:** So actually there are various sectors. You may be led to think that were only computers in the project, since we have been talking about an IT company.

**Ö.Ç.:** Actually we should have put it differently. IBM is not fully-known. In general, it is known as a technology, IT or computer firm; yet it is one of the biggest consultancy companies. One of its most important three competences is consultancy. It has paid attention to have a varied distribution within our teams. In our teams, there are various experts on sales, human resources, finance, IT. As I have said, these are all IBM employees.

**UNDP Turkey:** Let us give a few examples. These are short and very intensive programmes, are not they? Because, as we have just mentioned, employees do voluntary actions in a country during their sabbaticals. What have been the outcomes so far?



**Ö.Ç.:** Of course, we work to meet the needs that local institutions tell us about. Of course, these institutions in cities know what their primary issues are better than we do. We turn them into a project with the help of our expertise. As I have just mentioned, for instance, if there is a target for tourism and local authorities are willing to develop this area, we come up with a project by discussing it with our partners and we introduce our suggestions at the end of one month. After we introduce our suggestions, we are unfortunately not involved in implementation. Implementation is completely carried out by beneficiary institution and its partners.

**UNDP Turkey:** You actually shoulder a guidance responsibility along with UNDP, IBM and other partners in order to constitute a road map.

**Ö.Ç.:** And we develop strategies. These strategies are locally implemented; yet we, of course, follow the procedure as well. We are in contact with them even after completion of the project. We periodically – semi-annually or annually – follow up how the outcome of the project has been actualized, where they were used for, and if not then why.

**UNDP Turkey:** You construct a partnership structure most firms might be willing to take as an example.

# THE ROLE OF COMPUTERS IN DEVELOPMENT



## Contributor:

*Mr. Afşar Akal, Business Development Manager for Digital Transformation Programmes of Intel Turkey*

but people who do not have the financial capabilities, can have a chance to use these opportunities of technology. Thus, we are willing to unite people in rural areas that have financial difficulties, women, children, and students with IT, no matter what financial or physical difficulties exist. In order to do this, we try to have projects without shareholders – who are ecosystems, meaning computer producer, service, software, context telecommunication services. We have approximately three or four year private – public sector cooperation with the United Nations Development Programme. Three of these projects were successfully carried out. We, as Intel, are a shareholder of the UN Global Compact since June 2009 and we have been trying to come up with solutions and work with the United Nations and guide it among 59 companies.

**UNDP Turkey:** KLet us clarify the UN Global Compact. It is an agreement for the inclusion of the private sector in development efforts more actively and Intel is party to it. Three of the projects you have just mentioned were accomplished a short while ago. They were all works which could constitute an example in their own areas. They were innovative. Let us touch upon these separately. The first is, for example, “Telemedicine Project” carried out in Adıyaman. What is exactly meant by telemedicine and what kind of a project did Intel form in cooperation with the UNDP?

**A.A.:** Telemedicine technologies are very expensive, yet not very new. When analyzed, there exists information sharing between hospitals and medical doctors regarding prognosis, treatment and consultation. These technologies can be utilized in developed places with large resources; however in cooperation with the UNDP, we discussed how an ordinary citizen or person in rural areas can benefit from this technology. We had such an aim; sometimes due to being far away, expenditures might cost much more than the cost of treatment. But if there is a computer and a broadband internet connection, if you prepare a platform for information sharing regarding prognosis, treatment and provide video phone calls, cases which are not so serious can be treated – let us put it differently, not treated; but diagnosed and then you can come up with solutions.

**UNDP Turkey:** What kind of an example can we give in order to enable our audience and listeners to visualize the process? There is a patient, and you and your project step in. Then what happens?

**A.A.:** We chose two places in Adıyaman. One of them is Çakırhöyük town of Besni county which 72 kilometers away from anywhere. There is a family doctor and a midwife nurse working at a health center which is 20km away in a mountain meadow. Of course, everybody cannot use technology comfortably. We worked with an expert who is a clinical expert and is able to use technology comfortably. Training was given regarding how to use these technical devices; some of them are communication devices such as devices used for calls - similar to cameras; and some of them were treatment devices such as an EKG device, devices for testing blood glucose level,

and an ultrasonography device which can be connected with USB. Then we gave them a simple model. We said “you treat the patients. Some of them have to be forwarded to hospitals. You need to have a consultation with a specialist doctor. Can you find solutions with these technologies by getting into one-to-one contact with these specialist doctors before forwarding these patients to hospitals?”

**'We designed a portal in order to enable agriculture consultants and qualified university graduates to build up contents and share them.'**

**UNDP Turkey:** “Development with IT Project” is carried out in Çukurova region in association with the UNDP, SPO and Çukurova Development Agency. How were IT and rural development brought together?

**A.A.:** As I have mentioned before, we want these people to meet with technology. And generally people in rural areas are timid since they don't tend to be

familiar with these technologies; they don't have the financial possibilities or don't have guides which could help them learn about technology. Our perspective is; let us choose two villages, through a selection process in which Çukurova Development Agency and SPO are involved. We wanted to computerize certain places, such as schools, internet-access centers in schools, neighborhood units and SMEs. We provided the necessary infrastructure there. We provided portable and simple computers for children's use in classes in the framework of the project, named interclass one-to-one teaching pilots. We had a good project there and United Nations Development Programme especially engaged non-governmental organizations into the project quite well at the scaling phase. Training about how to use computers were given to local people. Volunteers from Youth association for Habitat went there. A village in Çotlu County and a village in Mut county of Adana were pilot areas. They told every person how to use computers and there is nothing to be afraid of. We teach farmers, young people – generally they are prone to computers – but women, even old people were provided with information about how to access to internet, read newspapers and if necessary how to use video phone calls.

**UNDP Turkey:** This project, Development with IT Project, was carried out in Adana and Mersin and the aim was not only to increase access to internet; but contribution to rural development by use of it at key points was an important example. There is a web-site; koydehayatvar.com.

**A.A.:** If you would like, I shall briefly talk about it. We designed a portal in order to enable agriculture consultants, qualified university graduates to build up contents, share them with their peers and guide each other. Approximately twelve agriculture consultants upload contents about various issues, such as greengages, animal hospitals, plant mites and methods for protection from them. Then they introduce these to farmers who demand consultancy or they provide information access to their other friends.

**UNDP Turkey:** Let us highlight koydehayatvar.com and last but not least let us touch upon the “Include Me” Project. There is a portal, named benidahilet.org; what is this portal related to?

**A.A.:** In our country, a computer is used as a consumption tool. We, as Intel, encourage the use of computers not just as consumption tools; but as a means of content-building. This is an education project and in association with the Ministry of National Education and the UNDP, we came up with a project which was inspired of the idea of how children, who would be information workers in the future when employed, could be a part of content-building. At this point, Youth Association for Habitat from youth nongovernmental organizations supported us very much. The aim is to have a project which enables children to do activities they can easily do such as telling stories, writing papers, drawing pictures and illustrating animations, and to transform them into teaching materials by illustrating them on a white screen and uploading them though concept production and to share them with their peers – everybody cannot build up content on computers though. This project aims to maintain cooperation in between schools, students and teachers, in the meantime, to enable students to have knowledge about context-building.

**UNDP Turkey:** As evident from its name, include me, benidahilet.org, the basic approach is to enable children and teenagers to acquire awareness that computers are not a consumption or game tool; but is a means for concept production.

# HOW WILL TURKEY TACKLE CLIMATE CHANGE?

PODCAST 13

18 APRIL 2011

**UNDP Turkey:** In this episode of the New Horizons Programme, our topic is the national communication of Turkey against climate change which has turned into a global reality. The second national communication has currently been prepared and the Ministry of Environment and Forestry works with the UNDP. What does Turkey aim to do regarding this issue? How will the process continue? We will discuss these with our contributors. Ms. Fulya Somunkıranoğlu, Head of Climate Change Office of the Ministry of Environment and Forestry and Dr. Öznur Oğuz Kuntasal, UNDP Project Manager. If you would like, let us start with asking Ms. Somunkıranoğlu. What is National Communication and what is the process? When did the climate change issue first start to be discussed in the world?



**Fulya Somunkıranoğlu (F.S.):** The climate change issue first started to be discussed in 1992. When countries started to feel the negative impacts of greenhouse gas emissions in the atmosphere, they brought a convention into the agenda in 1992 and they decided to find a solution. And they separated countries into various categories. These are; countries which were going to have targets to decrease greenhouse gas emissions, countries to finance the process and poor countries without any responsibilities. In 1992, during the convention, Turkey was included in both countries with a target of decreasing greenhouse gas emissions and countries to finance the process.

**UNDP Turkey:** Actually, a long standing problem started.

## Contributors:

*Dr. Öznur Oğuz Kuntasal, UNDP Project Manager*

*Ms. Fulya Somunkıranoğlu, Head of Climate Change Office of the Ministry of Environment and Forestry*

**F.S.:** Absolutely. From 1992 until 2004, Turkey tried to solve the problem, but had judicial struggles. This process ended up with a result of inclusion of Turkey only to the group of countries that had to decrease greenhouse gas emissions; but not in countries to finance the process. Actually the fight against climate change, in real terms, creation of awareness started after this period. May 24th 2004.

**UNDP Turkey:** The date is so close.

**F.S.:** You are right. Actually Turkey was an inactive player. In 2004, it became an active player. After this date, you can spot that Turkey's activeness and the level of awareness in either activities done within Turkey or projects carried out by the Ministry has increased. Meanwhile, it was not only about awareness raising in the public sector; but also in the public arena. If you watch commercials, you might come across some climate change or greenhouse gas issues somewhere in it. Now on TV or in radio programmes such as this, we discuss "how can we decrease greenhouse gases?" or "How can we fight climate change?", and this raises the awareness of the public.

**UNDP Turkey** The rise in awareness has turned into a certain, highlightable fact. I would like to ask Ms. Kuntasal briefly. In the introduction part, we mentioned national communication – but what is it exactly, whom is it prepared for? Could you please tell a little bit about it for the ones who don't know?

**Öznur Oğuz Kuntasal (Ö.O.K.):** Let me mention it briefly; Ms. Somunkıranoglu has already spoken about it. Countries who are party of the United Nations Framework Convention on Climate Change (UNFCCC) are obliged to report to the secretariat of the UN how much they obey the rules of the convention. They report these in certain periods of time to the secretariat in Bonn. Turkey is obliged to report its actions since it is a party of the Convention. Thus, the national communication summarizes what has been done in several headings.

**UNDP Turkey:** This means the communication sheds light on what has been done; not what will be done.

**Ö.O.K.:** That's right. It both puts forth what has been done so far and enables us to have a road map by detecting what is missing. Thus it is an important process showing the existing and missing activities. Turkey presented its First National Communication to the secretariat in 2007. In 2006 preparations were started and completed. Right now, preparations for the second communication has been continuing.

**'A participatory process which includes all segments of the community and all sectors of the economy is planned.'**

**UNDP Turkey:** In which years does Turkey have to report? Is there a certain period or frequency?

**Ö.O.K.:** UNFCC, the secretariat of the UN sometimes determines it. It is approximately three to four years; these reports are submitted in the dates they determine.

**UNDP Turkey:** When is the next submission for Turkey?

**Ö.O.K.:** The next submission date – as I have just said – will be announced by the Secretariat.

**UNDP Turkey:** Yet preparations have still been continuing.

**Ö.O.K.:** It can be three to four years. Currently the submission date is the end of this year.

**UNDP Turkey:** Until the end of 2011. I would like to ask you again, Ms. Somunkıranoglu. You are the head of Climate Change Office of the Ministry of Environment and Forestry. Why is such cooperation important with UNDP regarding such an important topic and in the process of preparation of a communication summarizing what Turkey has done, could you tell us about your partnership with the UNDP?

**F.S.:** We cooperate with the UNDP not only on the Second National Communication Project; but on many other projects. I believe we are an easy going and hard working team. We worked with the UNDP on the development of the adaption capacity of Turkey to climate change and preparation of the Climate Change Action Plan, and now we work together on the preparation process of the Second National Communication. The reason why we chose UNDP for the Second National Communication is that we accomplished a project which was financed by Global Environment Fund with UNDP. There is an accumulated capacity. We wanted to include this capacity in the process. So we chose the UNDP to work with us for the Second National Communication.

**UNDP Turkey:** Could you give some hints about the second communication, regarding featured developments? What kinds of developments are there that we can highlight?

**F.S.:** As Ms. Kuntasal has just mentioned; the Climate Change Second National Communication is prepared under nine headings. The phase in between the first and the second communications is to analyze what kind of actions need to be done in Turkey– let me remind you that the first communication was in 2007 – and will give us projections regarding what kind of activities public

institutions did in sectors of Turkey. Meaning, what is the target for greenhouse gas emissions in Turkey and what can be done? Actually the first is a road map.

**UNDP Turkey:** We discuss a communication which intersects with all segments of the community and all sectors of the economy.

**F.S.:** Right. A participatory process is planned for. UNDP is the irrevocable UN agency for successfully carrying out participatory processes.

**UNDP Turkey:** When did you start initiating the project and at which phase are we? What are the outcomes?

**Ö.O.K.:** The project started in October. We had the first workshop in November. There was a variety of participants; private sector, NGOs, universities.

**UNDP Turkey:** It started at the end of 2010.

**Ö.O.K.:** We started the project at the end of 2010. Thus the process has been continuing. We will have intensive workshops about participatory processes in the following months. We have a workshop at the end of this month. We try to include everybody as much as possible. Because topic titles are very wide; policies, stocks of greenhouse gases, affectability-effects of emissions, adaptation, research, systematic analysis, education in Turkey regarding climate change, what the level of awareness raising in public is, what has been done... There are many topics such as financial resources and technology for decreasing emissions and adaptation. Thus we work for each topic separately with related experts. And we organize workshops about participatory processes for each topic. After the report has been prepared, the workshops will be included in this process, the national communication will finally be prepared and completed with contributions of all shareholders and related groups.

**UNDP Turkey:** Let us highlight again, when will the preparation completed?

**Ö.O.K.:** As we have discussed before, it will be prepared and submitted by the end of this year.

**UNDP Turkey:** It will be prepared by the end of 2011 and everybody will be able to analyze what Turkey has done so far. There will be a communication created in leadership of the Ministry of Environment and the UNDP through workshops you mentioned by inclusion of several shareholders.





## HOW CAN TEXTILE SMEs BE STRENGTHENED?

**UNDP Turkey:** The topic of this episode is the United Nations becoming more efficient, more innovative and more competitive in the Turkish textile sector and its contributions in favor of becoming a more active actor in struggle with gender inequality and increasing environment sensibility. There is a United Nations Joint Programme entitled Harnessing Sustainable Linkages for SMEs in Turkey's Textile Sector and we will discuss this joint programme with Ms. İnci Ataç Rösch, the head of the United Nations Joint Programme. She ensures the coordination, because this project is carried out by more than one UN agency and General Secretariat of the Istanbul Textile and Apparel Exporters' Associations (İTKİB); "what does this project mean and what do you do?", first of all we shall start by discussing these questions.

**İnci Ataç Rösch (İ.A.R.):** This is such an important and big project. Although its budget is relatively small, its aims are bigger. What we highlight – especially the issue I am highlighting – is that this is a project formed in order to provide support to SMEs in the textile sector. It is orientated not for regions having developed textile sector, but for regions which are developing. Thus provinces which have development potential, yet have low shares from Turkish national income, were selected. Implementations will be carried out in these four provinces.

**UNDP Turkey:** Which provinces are these?

**İ.A.R.:** Adıyaman, Kahramanmaraş and Gaziantep.

**UNDP Turkey:** These provinces are close to each other.

**İ.A.R.:** They are close to each other. They are complementary through the perspective of textile industry; they have a complementary structure. Thus, there is an important coordination dimension to the project. Implementations will be carried out primarily in these four cities. Since three UN agencies and General Secretariat of the Istanbul Textile and Apparel Exporters' Associations (İTKİB) are involved, the project is on the ground in both Ankara and Istanbul. It is a complex and integrated project. Involvement of three UN agencies shows that the textile industry is analyzed through three different perspectives.

**UNDP Turkey:** If you would like to, we shall highlight these different UN agencies; which ones are involved in this project?

**İ.A.R.:** Yes, for example, United Nations Development Programme which brings the economic perspective in to the business development perspective.

**UNDP Turkey:** Then UNDP works with you.

**İ.A.R.:** UNDP yes. It is a UN agency which is involved in the project from the economic and business development perspective. There is International Labor Organization in the project. It brings in a different social perspective which emphasizes decent working conditions. The third perspective comes into the agenda from the United Nations Industrial Development Organization – UNIDO



**Contributor:**

*Ms. İnci Ataç Rösch, United Nations Joint Programme Manager*

through environmental sensitivity and environmental sensitivity based on industrial development. So this multilateral approach to the textile industry through these three perspectives is one of the most important properties of the project.

**UNDP Turkey:** ÇYou started the project a very short time ago and you aim to complete it within 2012. Actually it is not a long period. These four cities are not the first ones that might come to mind; yet they have high potential. How were these chosen and what exactly are you going to do in these four cities? Shall we talk about this a little bit?

**İ.A.R.:** As I have mentioned, these were chosen because they have this potential. These do not have developed textile industries; but they are developing textile industries. Because, as you know, within the Millennium Development Goals, we have to take measures against poverty. Thus, these four cities were picked since there will be a contribution to the poverty title of the Millennium Development Goals. Their contributions to the national income are relatively low, yet they have potentials and they complete each other as I have mentioned.

**UNDP Turkey:** This programme is financed by Millennium Development Goals Achievement Fund. Thus it is financed by the Spanish Government and there is İTKİB, representing the private sector and three UN agencies involved as well. You had mentioned two pillars while we were discussing previously. During the programme, one of the jobs to be accomplished is efficiency, and the other one is competitiveness. Could you clarify what efficiency and competitiveness exactly mean?

**İ.A.R.:** Of course, the project has predictions and activities for increasing innovation and efficiency. Especially harnessing sustainable linkages by SMEs in these four provinces is very important.

**UNDP Turkey:** It focuses on SMEs.

**İ.A.R.:** It focuses on SMEs, but it is not possible to focus only on SMEs. For improvement of SMEs, there is a need for buyers, large producers, exporters to improve as well.

**UNDP Turkey:** Maintenance of this set of actors is probably very important in this regard.

**İ.A.R.:** Absolutely. It is not possible to develop SMEs by focusing only on SMEs without paying attention to the entire textile industry. Thus, I would like to touch upon activities of the project regarding these issues. For instance; there will be formed a value chain in the project, plus it is important to use an existing platform, an existing portal for this aim.

**'SMEs should take a step towards corporate social responsibility with an aim of development of the Turkish textile industry.'**

**UNDP Turkey:** Let me digress; what do you mean with value chain?

**İ.A.R.:** Value chain is a portal of factors such as an internet site which brings together producers, exporters and buyers. Think of a portal, similar to Facebook. You will see that small producers can gather with the biggest buyers or buyers with producers or buyers with suppliers. The portal

aims to maintain this. Actually it is a portal which can be used for every sector or industry. We would like to have it used for the textile industry and implemented in these four provinces.

**UNDP Turkey:** You shoulder the responsibility to speed up and ease activities which might take a long time otherwise in terms of the textile industry. This is the dimension of efficiency. What goals are there for competitiveness in your programme?

**İ.A.R.:** For the “competitiveness” dimension, SMEs should take a step towards corporate social responsibility with an aim of development of the Turkish textile industry. There has to be



awareness raised in SMEs regarding this issue. For raising awareness, of course, there has to be an estimation of the situation in these four provinces and Turkey. “What is the situation of Turkey in textile industry?”, “to what extent does it use corporate social responsibility?”, and “if not why?” these questions need to be answered. Following this, there will be given training which should be sustainable corporate social responsibility training. What is emphasized along with corporate social responsibility is an improvement of working conditions, increase in environmental awareness, gender sensibility and maintenance sustainability for the industry. That means these should be affordable.

**UNDP Turkey:** Actually what you listed including volunteerism are sub-topics of corporate social responsibility. These are necessary conditions for international partnerships, aren't they?

**i.A.R.:** Absolutely. It is necessary at least to create awareness regarding corporate social responsibility for producers to reach buyers. Then, they need to take the further step. This is the buyers' demand.

**UNDP Turkey:** You start with an idea of micro firms, small firms with big international targets, so that it will be grounded on a strong base and the further phases will be easy.

**i.A.R.:** There is one more aspect; producers are aware of the demands of buyers, but they might not know how to start. So, - of course large exporting firms in the textile industry knows these quite well - one of the aims of the project is to explain what corporate social responsibility is to SMEs.

**UNDP Turkey:** In the meantime, you have a goal of establishing a consultation center in cooperation with universities.

# DECENT WORK FOR ALL

PODCAST 15



## Contributors:

*Ms. Özlem Altuğ, Manager of Decent Work for All UN Joint Programme*

*Mr. Kemalettin Metin, Head of Labor Force Adaptation Department of Turkish Employment Agency (İŞKUR)*

against youth unemployment by this fund. In 2008, United Nations agencies and Turkish Employment Agencies started to work on this programme in Turkey. We are working with four United Nations agencies.

**UNDP Turkey:** Which agencies are involved?

**Ö.A.:** International Labor Organization, United Nations Development Programme, International Migration Organization and United Nations Food and Agriculture Organization. These four agencies, with their expertise and experience, have been preparing this joint programme along with Turkish Employment Agencies since 2008; and since October 2009 we have begun to implement it.

**UNDP Turkey:** You chose Antalya as a pilot area and you actually drew a roadmap towards a National Action Plan here. What kind of pilot programme is there, Mr. Metin? What have been doing in Antalya? How will the outcomes of this pilot programme shape the national action plan?

**Kemalettin Metin (K.M.):** As we all know, the United Nations Joint Programme includes two main components which plan to have outcomes at both national level and local level in Antalya. At the national level, the service areas and the capacities of the Turkish Employment Agency and Vocational Education Schools will be improved, and an action plan regarding youth employment will be created. At local level in Antalya, the Joint Programme will both support the dynamics of labor supply-demand in Antalya and create solutions to remove inconsistencies between labor supply and demand. It is aimed to actively implement measures for labor, youth and immigration management for the sake of the young groups in labor markets. The people who will benefit are our target group of young unemployed people registered to the Turkish Employment Agency, to enable them to benefit from United Nations Joint Programme. Young unemployed people who are registered to the Turkish Employment Agency will become employed by the Turkish Employment Agency within the scope of this project, and will have decent work with social security. They will

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earn at least the minimum wage and work in formal jobs.

**UNDP Turkey:** That is good to highlight. I think social security is an important factor here. It is also important that they work for at least the minimum wage. And formal labor; let us put it differently, prevention of informal economy.

**K. M.:** They will be employed in registered workplaces.

**UNDP Turkey:** Mr. Metin, how many registered unemployed people are there in Turkey at this moment?

**K.M.:** There are 1,400 million unemployed people registered to the Turkish Employment Agency right now. A significant part of them is composed of young people. When we talk about these young people, we need to state that 68.2 percent of men are part of the labour force.

**' We adopted a multi-participatory approach including many institutions, while preparing the action plan. '**

**UNDP Turkey:** Meaning 68 out of 100 men work.

**K.M.:** Yes, and for women, the rate is unfortunately 22.6 percent.

**UNDP Turkey:** There is a serious gap here.

**K.M.:** There is a small detail though, which is pleasing on the one hand and perhaps tragic on the

other. The rate of male university graduates is 86.1 percent and the rate of female university graduates is 72.7 percent – which is comparable to EU countries.

**UNDP Turkey:** That is, having a higher education degree has comparably more positive impacts on women than on men for increasing the rate of labor.

**K.M.:** There are two elements. One of them is that if both men and women have higher education degrees, rates of their participation in the labor force are very high. From this perspective, if we take into account that most of the registered unemployed people are young, and if we act together with Ministry of National Education, the Turkish Employment Agency and other institutions with an aim of increasing the participation of educated young people in labor force, it becomes evident that we can solve the labor force problem directly. Meaning, there is not a direct prejudice towards women in Turkey. However, problems arising from a lack of education – especially in middle aged people.

**UNDP Turkey:** So you are saying the solution is very clear. Education is the first step. There are various methods and steps you detected for youth unemployment, aren't there? Ms. Altuğ, you mention a National Action Plan. There is a National Youth Employment Action Plan and activities you carry out in Antalya. Could you please summarize what you have accomplished and what outcomes you predict for Turkey?

**Ö.A.:** As you have also mentioned, there are both national and local dimensions of this joint programme; and we have an opportunity to actualize a pilot implementation in Antalya – which is very important. We adopted a multi-participatory approach while preparing the action plan. Besides the Turkish Employment Agency, various differently-structured groups, such as social shareholders for instance TİSK, TÜRK-İŞ, HAK-İŞ, DİSK, universities, the State Planning Organization, Ministry of Agriculture, Ministry of Education and the Turkish Statistical Institute got together and have been preparing an action plan. We have been working towards the end of September in order to declare it in September.

**UNDP Turkey:** is, there will be an action plan ready for Turkey in the fall of 2011.

**Ö.A.:** Yes. It is such a good project. What we have been doing in Antalya is that we, along with the Turkish Employment Agency and Committee of Provincial Labor, have been trying to apply important programmes such as vocational training programmes and services in the context of the recently founded Job and Profession Consultancy System, targeting young unemployed, young women, and young members of families which immigrated to Antalya from other cities, registered to Turkish Employment Agency, between the ages of 15 and 24.

**UNDP Turkey:** We touch upon a strategy improving step by step, planned to spread from its beginnings in Antalya. Mr. Metin, could you tell us why you chose United Nations and its sub-agencies, such as the UNDP, FAO, IMO and ILO to work with.

**K.M.:** United Nations has many significant experiences and an accumulation of knowledge regarding this issue and we cannot deny their willingness. As you know Turkey is an EU candidate country, so Turkey cannot act in a closed sphere regarding elements such as democratization and human rights. We think that we will have very big successes when the power and contribution of the UN along with dynamism of Turkey are put together – we have actually achieved a lot of things with the activities we have already done. I would like to touch upon the job and profession consultancy topic Ms. Altuğ has just mentioned. We were improving on a new project and we have realized we have a deficiency, which is that young unemployed people in Turkey do not know where to head towards when they are starting a career. We help them in two major areas; the first one is assisting these young people, who have not decided which job to choose, to decide which field to lean towards. We will apply a testing system here. Who will implement it? Our job and vocation consultants will carry this out. After choosing the right profession or getting the job, or if the person does not have a job, she or he will have vocational training so that we will contribute his or her vocational education; and ease participation of these young people who have certificates approved by MYK from Ministry of National Education into labor markets. In addition to enabling them to have a profession, these job and profession consultants will also be responsible for job consultancy. We aim to place appropriate people to suitable open positions through these consultancy services. We do not only give importance to place people to suitable jobs. We reveal a person's characteristics, talents and their profile; we try to enable them to be employed and to get into labor market in a related field to their interests.

**UNDP Turkey:** And this is a work, aiming to spread the approach which exists within the project you carry out in pilot area of Antalya. You have had a major step for fighting with a problem which has different dimensions such as migration, education, concerning many hundreds of thousands of people – many of them are young.



# WHY IS CREATING A SEED NETWORK IMPORTANT?

**UNDP Turkey:** The topic of this episode is a project named the “Seed Network”. The project is carried out by Buğday Society for Supporting Ecological Livelihood and Association of Seed Depositories with a financial support of UNDP - Global Environmental Fund Small Grants Program. All the meetings have been held, goals like preservation of agricultural biodiversity and creation of a seed database is for a single purpose: to create a “Seed Network”... What do all these mean? We will discuss this with our guests: Özge Gökçe who is a biologist and coordinator of GEF Small Grants Program and Arif Şen, the project coordinator of Seed Network for Conserving Turkey’s Agrobiodiversity. What does “Seed Network” mean, and which seeds will it consist of? What kind of project is this?

**Arif Şen (A.Ş.):** A “Seed Network” is a network that has been set up to preserve existing biodiversity. This is a network that includes many related institutions and aims to provide communication among these institutions. At the same time, it creates specific responsibilities. The practical responsibilities of it are seed warehouses that are established through these relationships. The warehouses are taking shape through regional responsibility. What and how can we protect these seeds, by creating regional databases of biodiversity, this is what we are working on.

**UNDP Turkey:** That might well lead to the creation of a map of biodiversity perhaps.

**A.Ş.:** Yes, one part of this project, along with creating these stores of seeds, will be to map the regional biologies of each area and see what kinds of seeds are native to them.

**UNDP Turkey:** The name of your association gives us a small clue about this as well. In the scope of this project, you represent an association named as “Association of Seed Depositories” at the same time. Let us talk a bit about this. Not only seeds, but you describe your work as preserving local produce as well, right?

**A.Ş.:** Preserving biodiversity and local culture is one of our aims, I mean; the seed is maybe a bit symbolic in some sense. We founded this project in order to bring together all of these cultural accumulations, the local tastes and so on, and preserve them as a whole.

**UNDP Turkey:** In fact, for you to create such a project the situation in Turkey must have been not so good. What is the lay of the land as you see it now?

**A.Ş.:** Compared to the past, up to 3 or 5 years ago, the situation is better now because current actors in existing seed network are generally quite sensitive, aware and have the capability to conduct this work. In the last two years, we have formed a chain of warehouses in Turkey. We have 33 warehouses. From the Aegean, Marmara, Black Sea and Mediterranean coasts to Ardahan,



### Contributors:

*Ms. Özge Gökçe, Biologist, GEF-SGP Program Coordinator*

*Mr. Arif Şen, Project Coordinator of Seed Network for Conserving Turkey's Agrobiodiversity*

Kars, Erzurum, Erzincan, Malatya and Maraş, we have these warehouses. Each of them has a responsibility in their region...

**UNDP Turkey:** In fact, what you are saying is that things are not all that bad in Turkey then.

**A.Ş.:** Actually, it is not that bad among civil society organizations, but in terms of existing ones it is a bit problematic sometimes.

**UNDP Turkey:** We will come back to that soon. We will turn to the topic of GMOs, genetically modified organisms. At this point, I would like to address Ms. Gökçe. How does the meeting of the Global Environment Fund and this project take place, and how did your aims and the aims of the Depositories Association come together? Would you tell us a bit about this?

**Özge Gökçe (Ö.G.):** One of the priorities of Global Environmental Fund is preserving agrobiodiversity. One of their studies focuses on the preservation of agro biodiversity. In this respect Turkey is a very important country. Turkey is part of a region that includes the Fertile Crescent, which is the motherland of most types of grains that are popularly consumed in the world. Therefore, preservation of local species in Turkey may well have a global impact on food production, even potentially providing global food security. So this was a very important point.

**UNDP Turkey:** You are talking about a global impact. What you are saying is that Turkey and Anatolia is motherland of most of the agricultural products and seeds as well.

**Ö.G.:** In addition to this, even if Turkey is not where these crops have originated from, most of these products have integrated into our local biology very well. In this context, we know that a lot of new, and perhaps commercially not yet well known, species maintain their existence in our country and we believe that these should be preserved as well. But at the moment, our seed enthusiasts or seed depositories have problems with legislation. In the current situation, there is a problem with sales of domestic crops. Any product needs to have a certificate in order to be sold, but it is not possible for domestic products to have this certificate.

**UNDP Turkey:** In this case, are we talking about a lack of legislation?

**Ö.G.:** We have the legislation. But there is no provision within the legislation that covers domestic crops. Therefore, they are left aside. This creates a risk for Turkey and for the world, because by using these crops less and by choosing these crops less, these crops face a risk of extinction. With extinction, traditional production techniques are also disappearing. Production knowledge is disappearing. In various regions, even culture is disappearing.

**UNDP Turkey:** All right Mr. Şen, why don't producers prefer local seeds in the case of several products?

**A.Ş.:** The reasons why they do not prefer these local crops is related to the markets and shelf life. Our local crops don't have much of a shelf life. For example this is the problem with our vegetables. Second, it is very hard technologically to harvest our cereals. This is because traditional cereals, for example, our local wheat, grows very tall. New technology prefers much shorter wheat in order to be able to use a harvesting machine to collect it. The machine cannot harvest tall wheat. That's why farmers have practically given up on traditional cereals. One of the main problems is the markets, the other is technology.

**UNDP Turkey:** With reference to these points, it is understandable why producers do not choose local crops. OK, what is the current condition of the market regarding genetically modified

**'Turkey is the motherland of most types of grains that are popularly consumed in the world.'**





organisms? Does Turkey have a problem with GMO's at the moment?

**A.Ş.:** We have no problems with this legally. It is absolutely forbidden to plant seeds with GMOs. But beyond this, I mean, our topic here is beyond GMOs... What I am saying is that our industrially produced crops are very uniform.

**UNDP Turkey:** Can we clearly say that there are no seeds in Turkey with GMOs?

**A.Ş.:** Legally speaking, yes

**UNDP Türkiye:** But it might be in practice.

**A.Ş.:** I cannot know.

**UNDP Turkey:** There is also the question of patents. There is a legal dimension to this, right? Seeds need to be described and get patents. What is the process for this?

**A.Ş.:** Our current village seeds are not considered as seeds in the law. It is seen as a gene source for crops. For something to be described as a seed; it needs to be unique, uniform and historically settled. It needs to stay uniform as time goes on. In five years, it will grow in the same way, its shape will be the same, all of the crops will be the same height, and it will give fruit at the same time... This is how a seed is described. Since what is described does not create new types of crop, and does not evolve, the gene pool of this seed is much more condensed. The gene pool of our local crops is therefore much more diverse and richer. So it cannot be officially described as a seed, since it is constantly changing. Consequently, it is not possible to get a patent for something cannot be described. Only definable and commercially valuable things can get a patent.

**UNDP Turkey:** To highlight, seeds are not the only issue here. Even if our starting point is seeds or seed depositaries, there are a lot of subtleties such as the preservation of local productions and cultures, the maintenance of these traditions, and the recording of them, as well as the improvement of the seed base. Those who want to can reach all the details could take a look at [tohumagi.org](http://tohumagi.org) website.

# LOCAL IMPLEMENTATIONS REMINDING US OF THE VALUE OF FORESTS

PODCAST 17

16 MAY 2011



## Contributors:

*Mr. Nuri Özbağdatlı, Manager of the Small Investments Fund for Local Implementations on Economic, Social and Environmental Services of Forests Project*

*Ms. Emine Ataş, Director of the Branch of External Relations in the General Directorate of Forestry*

**UNDP Turkey:** The topic of this episode is Small Investments Fund for Local Implementations on Economic, Social and Environmental Services of Forests Project. This year is also the “Year of Forestry”. I wonder how knowledgeable we are on this topic. What is the status of Turkey in this area? What are the contributions of United Nations Development Programme to Turkey’s efforts in this area? We will discuss all these issues with our guests: Mr. Nuri Özbağdatlı, Manager of the Small Investments Fund for Local Implementations on Economic, Social and Environmental Services of Forests Project and Ms. Emine Ataş, Director of the Branch of External Relations in the General Directorate of Forestry. This project you work for has a long name “Small Investments Fund for Local Implementations of Economic, Social and Environmental Services of Forests”. First of all, let’s start with explaining what “Small Investments Fund” is. Then, we will discuss the forests issue in more detail.

**Nuri Özbağdatlı (N.Ö.):** The name is small; but its effect is large. Actually, it is an investment programme that has been implemented by Baku Tbilisi Ceyhan Crude Oil Pipeline (BTC Co.) and the United Nations Development Programme (UNDP) since 2004.

**UNDP Turkey:** Since 2004?

**N.Ö.:** Two phases have been implemented since 2004. We have given out funds to organizations such as civil society organizations in the region, local authorities and even private companies, which work on topics such as biological diversity, sustainable development and energy efficiency.

**UNDP Turkey:** Supporting them in carrying out their projects...

**N.Ö.:** Exactly, and this year we started the third phase. In this phase we cooperate with the General Directorate of Forestry that administers biologically diverse forests that cover 27 percent of Turkey. As UNDP Turkey, in the third phase, our project partner is BTC.

**UNDP Turkey:** clarify: BTC means Baku Tbilisi Ceyhan Crude Oil Pipeline.

**N.Ö.:** Our co-operation began with General Directorate of Forestry, which is the supervisor of the project, we are the implementer.

**UNDP Turkey:** You said General Directorate of Forestry administers 27 percent of Turkey, at this point; I would like to ask Ms. Ataş; does 27 percent of Turkey consist of forests?

**Emine Ataş (E.A.):** Yes, 27 percent of Turkey consists of forests. We are very rich in terms of

the amount of forest we have in Turkey. As with our geography, because it is like a continent of its own, our forests are large and most parts are natural and contain biological diversity.

**UNDP Turkey:** Are there also unnatural forests as well?

**E.A.:** Of course, for example like other industrialized countries if you destroy all of your forests, and then you form plantation forests by reforestation, then you will have unnatural forests.

**UNDP Turkey:** Turkey has another fascinating feature; the percentage of the surface of Turkey that is covered by forests continues to grow, right? I would like to ask you, how is this possible?

**E.A.:** Of course, there are many reasons for this, first one is migration, as you know rural-urban migration is a problem; but it is an advantage for forestry. This is the most important reason for the increasing amount of forests. The amount of villagers that live in forests has now decreased and so the impacts on forests of this population are now less. The problems that we struggled with before, such as smuggling, or people planting fields of crops without permission, have decreased, because we already have fields that produce an adequate amount of crops, and so as a result these areas now become forests.

**'The rural-urban migration is a problem; but it is an advantage for increasing the amount of forests.'**

**UNDP Turkey:** Actually, most people may think that our forests are decreasing because of the great forest fires take place every year – which is of course a real danger, but when we look at the bigger picture there have been bigger factors than this affecting forestation... What are the factors that affect forests other than migration?

**E.A.:** One other factor is the diversification of energy resources, for example the widespread use of natural gas... And of course what happens in the international markets also has an effect. There is no more illegal use of resources, because raw materials like wood and paper can be imported into the country cheaply. This is another factor.

**UNDP Turkey:** The need for wood used in industry is met through imports so it decreases the threat.

**E.A.:** Yes.

**UNDP Turkey:** If we continue to talk about the project now; what will we see happen in the coming period? Because this is quite a new project, it only started in March. What is the plan for your project in the future?

**N.Ö.:** What we want to do with this project, I mean, the General Directorate of Forestry carries out some of the best work in the world in areas such as fire fighting and managing forest areas. We can say that we are number one in the world. On the other hand...

**UNDP Turkey:** The General Directorate is quite well known in rural areas but people in urban areas do not know that much about its activities I think, right?

**N.Ö.:** Yes, on the other hand, on the international level there are a number of very comprehensive activities that the General Directorate of Forestry is doing. In order to spread the word about these activities internationally, we are trying to create co-operative projects.

**UNDP Turkey:** What kind of activities for example?

**N.Ö.:** For example fighting fire is one of these, but I would like to point out that the name of the project highlights the economic, social and environmental values of forests. Actually, this is our

way of classifying the values that we know that our forests have. We look the issue as a matter of sustainable development. But, on the other hand, when we say forest, we do not mean just a forest that is a means of producing wood. There are also villagers living in the forests. Actually the presence of forest villagers enriches forests. From wild life to mushrooms and woodpeckers, there are all components of the forests. For this reason, we want to make small implementations that will enrich the environments that they live in, enrich the natural wildlife and enhance the contributions that people make to nature in these forests.

**UNDP Turkey:** We are talking about the ecosystems as a whole. From seed and soil to trees, people living in the forest and the natural wildlife.

**N.Ö.:** Yes, while we are here at the moment, inside a recording studio we are also actually talking about an ecosystem that supports us here in this studio as well. Forests are something that contributes to this as well. It is also important that while we are doing these activities, we also think about our long term cooperations. Even beyond this project, we will continue to develop international, national and local partnerships with the help of the General Directorate of Forestry. One of these collaborations, I would like to ask Ms. Ataş to talk about this, is a new project of ours that is being submitted to GEF 5 and will be implemented for the first time in the world.

**UNDP Turkey:** The project will be supported by the Global Environment Fund. Let us listen to you, Ms. Ataş.

**E.A.:** Before that, you said “international” and it was an accurate description. In general, our work is known in rural areas. Our activities of the General Directorate of Forestry and Turkey’s abundance of forests are well-known in the world. In recent years, we have focused a lot of energy on this issue. For example, at the beginning of this year, as you know this year is the international year of forests, the United Nations Forum on Forests took place. We attended with the chairmanship of the Ministry with a committee, and this very significant meeting is held in New York in the United Nations building, and it will be held in Turkey in 2013. The General Directorate of Forestry is a 172-year old institution and has a well-established organizational structure. Most countries in the world face problems of deforestation because they do not have proper planning for their forests, but our country has been creating plans for its forests since the 1960’s. This might be the reason why Turkey preserves its abundance of forests. About the project...

**UNDP Turkey:** Let us underline once more; this summit will be held in Turkey in 2013.

**E.A.:** It will be held in Istanbul, Turkey. Before we discuss the project, I would like to say that we hosted very significant international meetings last year and in recent years as well. As you know, forests and water are so important for our survival, especially as climate change is a huge threat for us. Water shortage is the biggest indicator of this. Coordination between forests and water is very important. A meeting of FAO which is headlined as “Forests and Water” will be held in Kastamonu this year. Other than that, a joint meeting of the European Forestry Commission will be held in October in Antalya. These are, of course, huge opportunities to increase our capacity, to introduce our forestry to the world and to develop co-operations with others.

**UNDP Turkey:** In terms of strengthening international awareness, these approaches highlight the international role of Turkey. Only a small number of people are aware of these activities. For this reason, it has been good to discuss this topic.

**E.A.:** Yes, Turkey also has really strong bilateral relationships with neighboring countries in this region. For example, we hosted a committee from Bosnia-Herzegovina; we hosted committees from Lebanon and Kazakhstan. In Syria, we had the project for a Forest Management Plan, and this was selected and promoted as a success story out of twenty different projects conducted in different countries. For example, we are aiming to create a city forest in Bosnia-Herzegovina. We have discussed this from the beginning of the program; forests do not just consist of woods, their



potential for recreational activities are also crucial. When you go into the woods, that feeling of relaxation has no comparison. We talked about migration, into cities and boring places that we all complain about; people now want to go to into forests on the weekends. For that reason, the idea of the city forest was born, and as the General Directorate of Forestry, we will create city forests in all cities hopefully during this year.

**UNDP Turkey:** So we can also note down the concept of the city forest. Very briefly, could you tell us about your co-operation with the Global Environment Fund?

**E.A.:** It is about the management of integrated forest areas; it includes climate change, biodiversity... As you know in the scope of the climate change agreement, we create an inventory every year, we report this internationally; this report contains info on how much carbon the forests in Turkey hold each year. It is a very comprehensive project, it covers areas in which biodiversity is protected. It will be an integrated project, it will have a budget of 28 million dollars, and it is a five year project. So we expect it to be a project that remedies a lot of problems that Turkey and its forests has, and we are very excited about it.

**UNDP Turkey:** On the one hand, we have the project that we have been talking about since the beginning of this programme; on the other hand there is this project you have just mentioned, as well as the efforts on forestation. We understand that there are a lot of significant activities going on, even if we may not have heard so much about them. We have tried to contribute to spreading the word. Would you like to add something Mr. Özbağdatlı?

**N.Ö.:** Yes, as you know, UNDP Turkey, United Nations, we are working towards Millennium Development Goals, and as the General Directorate of Forestry, actually I think we will be able to reach not just one of these Millennium Development Goals, but several of them.

**UNDP Turkey:** It is not just environmental sustainability...

**N.Ö.:** Of course, because our forests and the richness of the people living in our forests are going to help us reach these Millennium Development Goals. So our co-operation with the Small Grants Project will continue, as well as with the huge project we mentioned just now that has a budget 28 million dollars. But this is not only a cooperation on this project, beyond that, this project will help forests in Turkey, it will help villagers in Turkey living in forests, and consequently it will help all of us to speed up to reach the Millennium Development Goals.

**UNDP Turkey:** I am sure the accomplishments driven from outcomes of various small projects you support will become evident soon.

# PROTECTION OF WILDLIFE IN NORTHEASTERN ANATOLIA

PODCAST 18

23 MAY 2011



## Contributors:

*Ms. Gökmen Argun, National Coordinator of Global Environment Facility Small Grants Programme*

*Mr. Emrah Çoban, Science Coordinator of Kuzey Doğa Society, Qualified Biologist*

**UNDP Turkey:** The topic of this episode is the rarely-seen Anatolian lynx, which was photographed a while ago in Kars. We will talk not only about lynxes; but about all big predatory mammals living in Anatolia. There is an association we have heard about quite often recently, and it aims to protect wildlife in northeastern Turkey, and the GEF Small Grants Programme (SGP) under United Nations Development Programme is also supporting the work of this association. We will discuss the details with our guests: Mr. Emrah Çoban, who is the Science Coordinator of Kuzey Doğa Society and Qualified Biologist and Gökmen Argun, who is the National Coordinator of GEF or namely Global Environment Facility Small Grants Programme. First of all I do want to mention the name of the programme, more precisely, of the project. This project, you work for, has a

long name. Conservation of Carnivore Species, Reducing the Large Carnivore-Human Conflict and Developing Wildlife Tourism in Kars Project... Quite a comprehensive name. The reason behind the interest of the Turkish press in this project has been the photographs of lynxes. These lynxes were photographed during the winter months that have just passed, and have now been seen only in Antalya. Let's start with this, if you like; then we can talk about the background behind this project, the financing, how it was created and developed etc. But first, lynxes are alive in Kars and you tracked them down, what kind of a process was it to get these photographs?

**Emrah Çoban (E.Ç.):** Of course it was a difficult process. We are working in Sarıkamış Allahüekber Mountains National Park; it is approximately an area of 243 hectares. By placing warmth and motion sensor machines, what we call photo-traps, we were trying to find the transit points of these animals, and after finding these transit points, we worked to uncover their movements and how much close contact they have with humans. From one of these photo-traps, we only managed to capture a photograph of a lynx and its young – that was the first photographic record taken in Kars. Because lynxes hunt at night, they were hardly seen in the daytime. Of course, we managed this in Kars, too. We have repeated this every year, since 2006, in the calendar we publish in collaboration with SGP. A person by chance saw the lynx picture we put on the calendar, and sent us lynx videos he has taken in nature a week ago. We have shared these with the press. Of course, this is a great thing.

**UNDP Turkey:** Actually, he may not be aware that this is a very rare thing he has captured on video.

**E.Ç.:** Of course he is not. The calendar had increased his awareness, but we have never regarded it just as a calendar. It is very valuable because it captures people's attention immediately. Thanks to the calendar, he brought these recordings to us and I think it was the only lynx video has been recorded in the last ten years and so it was very valuable for us. Because, eventually, this was the one of the aims we want to reach; to teach people how to treat wild creatures in their region –

because the person who shot this video was actually a hunter.

**UNDP Turkey:** When did he capture the video?

**E.Ç.:** Video was captured two months ago, and in the same week with this capture, we were informed that two lynxes were killed by hunters. We see that as the number of such studies increases, hunters become more conscious and the emergence of these kinds of images or videos are actually useful.

**UNDP Turkey:** These are images have been taken in the first months of 2011, right?

**'The video that we took within the project was the only lynx video has been recorded in the last ten years.'**

**E.Ç.:** Yes, it was taken in the first months of 2011. In the meantime, two lynxes were shot in Tunceli by hunters.

**UNDP Turkey:** I wonder how many lynxes there are in Anatolia.

**E.Ç.:** We don't know this yet. Currently we are investigating this, I mean; this is actually a large project. We do not know how big the population is, that's why we are unable

to put into action a protection activity. In Turkey, we only know that in our area of work, there is one lynx and two young. We cannot go beyond that, but by looking at the size of area a model can be projected, but for that we need to work more in Sarıkamış and Eastern Anatolia.

**UNDP Turkey:** We will come back to this issue soon. The photo-trap idea is worth explaining I think how it works and so on. We will also look other predatory animals; but I would like to turn to the other dimension of work, to Ms. Gokmen. Global Environment Facility Small Grants Program supports this work. What kind of cooperation are you in; how did you find each other?

**Gökmen Argun (G.A.):** GEF Small Grants Program has been active in Turkey for 16 years. We know very well the people who work in Kuzey Doğa. We follow very closely their studies on Kuyucuk Lake. They brought forward a project prepared from their studies. The content of the project is about mammals, especially about predatory mammals. They came up with a project that set out the characteristics of the region, and the project showed that some activities could take place to solve the problems of the region, and that this could be achieved with the participation of local people. Knowing the scope of the project and their experiences on the subject, we supported them at both national and international level; we supported them in issues such as the budget, and we are working together on developing the project. They had already prepared some of the project; they came to us with it ready to go. Because it complies with our strategic priorities, we supported them.

**UNDP Turkey:** You began to work in a partnership with the Northern Nature Society.

**G.A.:** The project the Northern Nature Society has brought to us includes protection of mammals; but the most important thing is that the problems they experienced in their area are about the population. Since they present solutions which can pose examples to eliminate the conflict between humans and predators, and they are applicable elsewhere in Turkey.

**UNDP Turkey:** For example, issues such as hunting, right?

**G.A.:** Yes, there are very interesting topics among what Mr. Çoban has said. There are dimensions of these activities such as the recording of these animals in Turkey, the internalization of this issue by hunters, raising the awareness of local people, their inclusion in the process and on a larger scale, the beginning of ecotourism in the region. It is a search for a complete solution and we thought that one of the best examples of this search for a solution can be found in Kars.

**UNDP Turkey:** You are in the head of GEF Small Grants Programme, and this explains why it

focuses on Kars. Accordingly, this project is being carried out in a limited area. The first pillar is to protect predatory species; the second, as you just mentioned, is to prevent conflict between humans and large carnivores, and finally to develop wildlife tourism that relies upon these predators... The project has three pillars. Mr. Çoban, I would like ask you. Earlier you mentioned photo-traps; perhaps it may be useful to explain this more.

**E.Ç.:** As the name implies, it is a 'trap' with warmth and motion sensors that trigger the camera. We set up the machine in an area – we especially identify areas where our target species, like bears, wolves and lynxes may pass. When they pass there, the machine automatically turns on and takes photographs and shoots video.

**UNDP Turkey:** Does it capture all kinds of living things or can it recognize other things?

**G.A.:** It cannot recognize humans. The machine is set up according to the size of the passing animal; I mean, for a wolf you set it up at a height of 50-60 cm. For a grizzly bear you rise to a meter. For this reason we can only define wild animals. This machine does not pose any danger to human beings.

**UNDP Turkey:** Or to animals.

**G.A.:** Or to animals, because it works with an infrared sensor. Besides, animals do not notice the machine. The machine just takes photographs. There is no sound and light emitted by the machine. Then between fifteen day periods we change the memory cards and batteries, and the locations of the machines and collect more data.

**UNDP Turkey:** The machine takes photographs of these animals and of the rarely seen lynx as they pass by the camera. It was published in many places in Turkey, right? It is the first time in Turkey that the videos of these animals came up. Let's put Lynxes to one side for now. There are bears in this region of course and other predatory species as well. Let's touch upon these. As we mention big predatory mammals, we shall ask, which living species there are in Turkey?

**E.Ç.:** We can rank the grizzly bear, wolves, lynxes and pigs as the main ones. These are creatures which have conflicts and problems with human beings, and are actually animals in our targets. Because, our main target is to protect ourselves. I do not want to be misunderstood; with this project, we try both to protect wildlife and to secure ourselves. Because as we enlarge our living areas, we enter into spaces of these wild animals and we are forced into conflict. They harm us and the next day, we harm them. There is a cycle of conflict. Our aim with SGP, and what we have been doing is trying to find where this conflict starts. Where is the conflict and what are our problems? We had a survey with 700 people in 17 villages around the National Park, and every village has its own problems. Of course every area will have their own solutions. We go there and tell them these solutions. We have things we want them to do, and in this way we will enable them to have their own solution strategies.

**UNDP Turkey:** Actually you have come to an important result which has lead to one way to decrease conflict. Within the scope of your project, you mention the wild life corridor. What is this? How will they be formed?

**E.Ç.:** Yes, this is actually a new term used in Turkey, and in the world. Such corridors are – if we touch upon the Sarikamiş Region specifically– pathways formed between squeezed forest blocks in order to allow the wild life population to move around.

**UNDP Turkey:** This means there is a settlement site in between. There is a part of forest, a region where people live and wild animals are living in squeezed places.

**E.Ç.:** Yes, this causes the variety of genes of these animals to change; because there is then reproduction between families and this causes generational deficiencies. In order to prevent this,





we try to move these animals through the corridors we form to move them above the Kaçkar Mountains, in order to cause the lowest amount of harm for both human beings and animals – actually these forests used to exist above the mountains, but we had destroyed them. This is a legend in Sarıkamış; squirrels used to go to Hosaf from Sarıkamış without touching the ground; yet now, since these forest blocks are separated, the animals are stuck inside these blocks.

**UNDP Turkey:** When this corridor is formed, wild life will be able to move freely between different regions. When will visible outcomes of this project be seen? When will you start to see results other than the photos you took?

**E.Ç.:** The corridor project is still in the planning stage. We, together with both General Directorate of Forestry and Ministry of Environment and Forestry, now have to form the infrastructure. This is a long process. It can take five to ten years; because trees have to grow in the area. Each year there will be organized analysis of how it is developing– we are willing to pursue this with SGP. This will be a corridor started with SGP, because we want SGP to be involved in the process. Especially analysis on whether this project will help people or not, this is a very important point as well.

**UNDP Turkey:** We hope that your cooperation continues and enhances your outcomes.

# INNOVATIONS FOR WOMEN'S EMPOWERMENT IN SOUTHEAST ANATOLIA: ARGANDE

PODCAST 19

30 MAY 2011



## Contributor:

*Gönül Sulargil, GAP Bölgesi'nde Kadının Güçlendirilmesinde Yenilikler Projesi Yöneticisi*

**UNDP Turkey:** The topic of this episode is a beautiful goddess which left her mark in ancient history of Southeastern Anatolia: Argande. More precisely, a project using the name of Argande: Innovations for Women's Empowerment in Southeast Anatolia. How is the name of the Goddess Argande used, and more importantly what relation does it have with women's empowerment? We will discuss these with our contributor, Ms. Gönül Sulargil who is the Manager of Innovations for Women's Empowerment in Southeast Anatolia Project. If you would like, before talking about the project, let us discuss Argande a little bit. Who is Argande, what is the relationship between her and eastern Anatolia? Could you tell us a little bit?

**Gönül Sulargil (G.S.):** :). Actually, you have already said it, Argande is the goddess of

beauty of the Kingdom of Commagene, and she symbolizes power and prosperity in the southeast. More precisely Nemrut; commagene is a civilization in Nemrut.

**UNDP Turkey:** Somewhere around modern day Adiyaman and the surrounding area.

**G.S.:** Yes, let me explain for those who do not know. Argande is one of the sculptures on Mount Nemrut.

**UNDP Turkey:** Is it?

**G.S.:** Yes, if you go there, please have a look at them. One of those is Argande.

**UNDP Turkey:** GMount Nemrut is one of the highest mountains of the southeast and it overlooks the entire region. Thus choosing her name is very meaningful for such a project, since it is a women's project.

**G.S.:** Of course. Research was done while looking for a name for the project. This name, Argande, was discovered by one of our volunteers, Ms. Yeşim Demir, who works at Demir Tasarım (Demir Design), who created our corporate identity. She did all the designs.

**UNDP Turkey:** There is a trademark established under this name. I think we have aroused interest about the trademark. Let us clarify what we have been talking about. What is the Argande that you are representing?

**G.S.:** Our Argande is a fashion trademark, established by voluntary support of the most important designers of Turkey.

**UNDP Turkey:** We all know that Turkey has some deficiencies regarding women's empowerment

in southeastern regions and women there are unemployed. You aim to empower women there with your project. How did you start your project and how did the idea of Argande come out?

**G.S.:** While starting this project, Argande became a sub outcome of our project; it is a sub-project of Innovations for Women's Empowerment in Southeast Anatolia Region Project. We decided that we needed to create a brand for the things that the women of this area were producing, establish a corporate identity and develop of marketing strategies.

**UNDP Turkey:** Actually a garment trademark was created, composed of what southeastern women produce.

**G.S.:** Yes, at first we did not think of having a fashion trademark, we actually wanted a trademark; but when we got deeper and deeper we realized other dimensions. We wanted the support of fashion designers. We should mention the names of the designers who we work with.

**UNDP Turkey:** Turkey's important fashion designers.

**G.S.:** The most important fashion designers. They are very active.

**UNDP Turkey:** Shall we name some of them?

**G.S.:** We work with the coordination of Ms. Hatice Gökçe who is our designing coordinator. We have eight other names. Mehtap Elaidi, Deniz Yeğin, Gamze Saraçoğlu, Simay Bülbül, Alex Akimoğlu, Günseli Türkay, Rojin Aslı Polat –who designed most of the last collection – Hakan Yıldırım...

**UNDP Turkey:** There are many famous names. If you enter argande.com, you can see them all. This is designing dimension. You gathered many parties. You enabled volunteers to meet women in that region. Of course there is Southeastern Anatolia Project Administration involved, and the other one is United Nations Development Programme Turkey. Could you tell us about how you finance the project?

**'Our aim is to create a brand for the things that the women of this area were producing and develop of marketing strategies.'**

**G.S.:** SIDA supports us financially. SIDA is Swedish International Development Agency.

**UNDP Turkey:** Products produced became reachable for buyers and consumers in Turkey in cooperation with a fashion trademark. Talking about the background might be beneficial. The reason of why this project was created can be understood when the rate of participation of women in the labor force in Turkey and rate of unemployment in the region are analyzed. What is the situation in that region?

**G.S.:** Turkey is far behind the European Union countries when the rate of participation of women in the labor force in Turkey is analyzed. We all know this. The rate is 19.9 percent, if I am not mistaken. This rate decreases to four percent when we go towards the east.

**UNDP Turkey:** Only four women out of 100 work and earn money.

**G.S.:** Our project aims for social and economic development in the Southeastern Anatolia Project region; yet we give importance to the economic dimension of it; because these are the needs of the region. Of course there is a social dimension; yet if you correct the economic dimension, the social dimension will automatically be corrected. These trigger each other.

**UNDP Turkey:** You formed a trademark, inspired from the cultural heritage of that county and accomplished many things. It would be good to talk about what you have done. In which cities, counties did this production process begin? It started with ateliers and now?

**G.S.:** There are so many things that it is hard to explain. At first the idea was “designers design, we will have them manufactured by women”. This was the core. We talked to designers, and they said “we will do this voluntarily”. They are all members of the Association of Fashion Designers. We had the approval; but we had to find somewhere to sell. MUDO was the first place that came into our minds and met with MUDO. Why? Because MUDO is an important trademark, a firm with a large network and good quality; that is why we went to MUDO first. We shared this project with its executives and they said “why not; but we still need to see the collection”. The task became serious at that point.

**UNDP Turkey:** You gave the responsibility to designers in a sense.

**G.S.:** Yes, we told them and they designed clothes. Prototypes were made. It was a perfect collection and we shared it with the sales officers of MUDO and they gave the first order for clothes. The scale of the order could not be underestimated and we started to understand the gravity of the task. We were really thrown by this actually.

**UNDP Turkey:** Women started producing and manufacturing.

**G.S.:** No; we questioned how to we were going to produce them all; because to keep a certain standard and a certain level of quality is not very easy. We knew about the existing conditions of ateliers and the women’s skill levels there. Reaching that quality was very difficult. That is why we requested İTKİB’s support.

**UNDP Turkey:** İTKİB is the General Secretariat of Istanbul Textile and Apparel Exporters’ Association.

**G.S.:** We requested İTKİB to send its container to Batman; we chose Batman because it is one of the cities where women intensively have problems and there is intensive poverty. Our project covers nine cities in Southeastern Anatolia Project. We do not need to list them, I guess everybody know them.

**UNDP Turkey:** It is a project containing poor cities of southeast – the poorest cities of Turkey.

**G.S.:** Actually not all of it is poor; you can easily exclude Antep. There is a container of İTKİB here too. They are very good at sewing training. That is a huge truck; they brought it to Batman and deployed it in the garden of ÇATOM in Batman. Everything started there. Everybody said “a business will be started up here”, although we did not tell anybody. We had interviews and chose 40 girls. They had training and then started to work at the atelier.

**UNDP Turkey:** You worked with many women and girls who earned money for the first time in their lives.

**G.S.:** I can tell their stories which are very sorrowful.

**UNDP Turkey:** We actually have limited time; we need to wrap up. You came to the factory phase from a simple atelier phase. Let us skip over this part and discuss what Argande is doing now?

**G.S.:** As of today, there is a trademark identity called Argande. If you search argande, you will find many results of our work.



**UNDP Turkey:** You will find hundreds of results. I would like to give a few examples; for instance, it is possible to find Argande on websites such as Markafoni, Trendyol.

**G.S.:** Products are sold at 15 MUDO branches.

**UNDP Turkey:** This is a project constituting an example and involving many innovations. There is the voluntary dimension. In the meantime, you also have some activities in Istanbul Fashion Week.

**G.S.:** We had a fashion show twice there. Let me tell you about these. The first was in February 2010 at Istanbul Fashion Week. The team of Istanbul Fashion Week supported Argande and there was a professional fashion show with the support of volunteers involving music, lights, models, and agencies. We need to thank each of them separately; but we do not have enough time.

**UNDP Turkey:** This is a project which reflects the hope and efforts of women from southeast. You can find Argande products at MUDO shops, everywhere in Turkey and on [argande.com](http://argande.com); and I know you have a wide spring-summer collection.



**Contributor:**

*Mr. Ahmet Parla, UN Turkey  
Spokesman*

**UNDP Turkey:** Our topic in this episode is October 24 UN Day, do we really know enough about this organization that we talk about and hear about on the news every day? We will ask our guest, Ahmet Parla, UN Turkey spokesman. Why is 24th of October UN Day?

**Ahmet Parla (A.P.):** As you know, UN is an organization that was established in order so that things like World War II, which had been such a war that had caused an enormous devastation, would not happen again. The founding date of UN coincides with the end of World War II. Initially, 51 countries, one of them is Turkey, came together in San Francisco on June 26. They adopted the UN Charter, and 24th of October has gone down in history as the date on which almost all of these 51 members, including 5 permanent members ratify the charter. Thus, we celebrate the 24th of October as the founding day each year. We will celebrate the 66th this year.

**UNDP Turkey:** October 24, 1945. We have refreshed our memories. 66 years have passed, United Nations was established but there is a question everybody asking, what it has achieved.

Organizations are founded, they have certain aims and afterwards I wonder whether they can accomplish them sufficiently? When considered from this point of view, what has and what hasn't United Nations accomplished in these 66 years? Has it learned lessons from what it couldn't achieve?

**A.P.:** I think that UN has continuously increased its reputation in the eyes of the international community over the course of 66 years. One example of this is that this organization which started off with 51 countries has reached to 193 members today, in 2011. And this shows that the international community still maintains its respect for and confidence in United Nations. Over the course of these 66 years our world has suffered a wide range of wars, and natural disasters. Positive developments have been experienced in many countries. When United Nations was established it was considered that its main objective could be based upon three foundations. These are International Peace, Human Rights and Development. We see that dissents, conflicts follow one after another, incessantly when any one of these diminishes.

**UNDP Turkey:** There should be peace, human rights should be abided by and we should stick to the development principles. When we consider globally, the economic crisis, conflicts, drought, famine, climate change and so on are some of the questions probably most frequently asked of you. The world is confronted with huge problems. UN is a committee that aims to struggle against all of these problems. Can it accomplish this; can it solve these problems with its own resources?

**A.P.:** Let us start with international peace, if you like. When we look at the last 66 years of UN, we see that it has prevented 150 regional wars. We see that it has prevented a nuclear war, and prevented war during the cold war period by acting as an important forum. Today nearly 16 peace force operations are continuing across the globe. There are more than 100 thousand soldiers in these operations.

**UNDP Turkey:** In fact this is a spectrum ranging from peacekeeping to peace settlement. Missions like this, economic crisis, drought, famine, climate change... There are so many problems! Actually the basic question is this: Does UN have enough resources to wrestle with all these problems?

**A.P.:** The problems facing the world are big. Yet these problems are not getting smaller, some are even continuing to get bigger. You know, the world population is expected to reach 7 billion at the end of October.

**UNDP Turkey:** The seven billionth baby will have been born within a few days.

**'Turkey has reached the position of a support providing country within the UN system.'**

**A.P.:** Yes, it will have been born after few days. We are waiting excitedly wondering who he or she will be. Furthermore, while climate change used to be a part of science fiction movies or novels, today it has started to affect the daily lives of people all around the world as a reality that no one can deny. Too much precipitation take place, you know,

something like 1/5 of Pakistan was flooded, or severe droughts take place, for example almost not even a glass of rain has fallen on Somalia for four years. However, despite all these problems, there are financial means, man power, technical ability and knowledge, experience, to overcome all these problems. The important point here is that in which direction the political will shall take steps. United Nations takes a very important role right at this point. UN organization, as you know, is not a government of governments, it is an international forum that 193 countries create by coming together. Also, it is an unprecedented forum for the time being. We think that, within the frame of this forum, it has an eye to channel the political will on all issues such as resource designation, manpower designation and so on for the solution of all those problems that we mentioned. Of course we expect the international community to use this power as well as it can.

**UNDP Turkey:** It is good to hear this! An optimistic message, there are sufficient resources, knowledge accumulation. When only the political will is added on this, it is possible to fight against a great majority of these problems. Let us come back to Turkey. You are participating in the program as the Turkey spokesman of United Nations. Turkey has started to place emphasis on cooperation with international organizations in recent years; she strengthened her relations with United Nations. In this context, for example, there are conferences being held in Turkey. There are some UN organizations arriving in Turkey. Can we summarize the last few years in Turkey with respect to UN?

**A.P.:** Sure, the UN organizations in Turkey traces back to 1950's. At the present time, around 10 UN organizations are involved in activities actively. In the recent period, as you emphasized, Turkey has reached the position of a support providing country within the UN system. Turkey provides serious amounts of support to developing countries in terms of financial support as well as in terms of material aid and experience assistance. This is stated to have reached up to a level of around three billion dollars. This is, of course, a very significant amount. Additionally, Turkey has started to incorporate increasingly the regional offices of UN organizations.

**UNDP Turkey:** I think especially Istanbul.

**A.P.:** Yes. Istanbul probably will become one of the important regional centers of UN in future. The regional center of UNFPA population fund settled in there. The UNDP private sector and development center was opened there. In Ankara, there is a sub-regional office of food and agriculture organization, and this region comprises Central Asia countries.

**UNDP Turkey:** Our definition for region is not only Turkey, all the centers comprising Turkey and its peripheral countries.

**A.P.:** Yes. When we mention region, I think we should understand that Southeastern Europe as well as Central Asia, Caucasus and the Balkans is included in this.

**UNDP Turkey:** We have a short time remaining... Now, we are talking about these centers opening in Turkey, the young people listening to us might be thinking, how I can work in these centers. What should you do to work in UN?

**A.P.:** order to work for UN, if you ask me, if these young people do not have any work experience, if they are starting for the first time, I recommend them to try the UN Volunteers system. This system is a programme that was created to direct the voluntarily working personnel to meet the requirements of the organizations within UN. There is representation of it also in Turkey. It is possible to reach detailed information through UN Turkey's internet page [un.org.tr](http://un.org.tr). UN works in all areas; from humanitarian aid to agriculture and stockbreeding, from international peace to space works; in all areas affecting the daily lives of people. Maybe the first step to understand which of these areas they can contribute to more, and in which they will be most successful, is to try to take part in these volunteers system.

**UNDP Turkey:** Starting from there, then they can start to chart out a course for themselves. There is a system called UN Volunteers. At [un.org.tr](http://un.org.tr) through your pages they can learn how to take part in it; also I think it is available on your twitter link. They can get in contact with you through there, too. Happy October 24 UN Day!





# EASTERN ANATOLIA TOURISM DEVELOPMENT PROJECT

PODCAST 21

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**UNDP Turkey:** The topic of this episode is a project that aims at activating tourism in Eastern Anatolia. While doing this, they cover various topics such as guesthouses, local cuisine, outdoor sports and bird watching. We will discuss the details with our contributors. Pelin Kihtir Öztürk, Participator of the DATUR's Eastern Anatolia Tourism Development Project by UNDP and Süleyman Ekşioğlu who is the responsible for monitoring and protection of species in Nature Research Society. First of all, can you explain the project a little? In what way does your project aim at developing tourism in Eastern Anatolia?



**Pelin Kihtir Öztürk (P.K.Ö):** Now, Eastern Anatolia Tourism Development Project is a project that has been conducted since 2007 by the Ministry of Culture and Tourism, and Efes Pilsen. This project is carried out with various subtitles, such as various inventory studies, studies for developing service sectors, promotion of souvenir production and local foods.

#### Contributors:

*Mr. Süleyman Ekşioğlu, Responsible for monitoring and protection of species in Nature Research Society,*

*Ms. Pelin Kihtir Öztürk, Participator of the DATUR's Eastern Anatolia Tourism Development Project by UNDP.*

**UNDP Turkey:** There are lots of areas here. In the beginning you took an inventory and then you kept to a plan.

**P.K.Ö:** Yes. Coruh Valley was chosen as the field of work. First, all of the natural beauty, historical, social and economic inventories of Coruh Valley was taken. Georgian churches which have been in the region since the Middle Ages, trekking, rafting, bird watching routes for outdoor sports...

**UNDP Turkey:** You mean, actually, you have made an inventory of things that may attract tourism. Maybe these are not the first things that come to one's mind when Eastern Anatolia is mentioned. In a sense, you uncover them and put them on show. Apart from these, you said outdoor sports. Let's open up the outdoor sports subject a little. What does it include?

**P.K.Ö:** It first begins with trekking and mountain bike routes. On the Southern face of the Kaçkars, particularly, in fields that have not been studied much before, the potential of the region was assessed with the support of both academicians and professional experts. While this assessment was taking, flora and fauna of the region was studied as well.

**UNDP Turkey:** Diversity of flora and fauna?

**P.K.Ö.:** Yes. Particularly edible wild fruit species and their effects on food culture, to uncover how local culture has developed. In terms of animal diversity, there are particularly diversified existing activities such as bird watching potential, the discovery of approximately 207 species and then, determining bird watching points.

**UNDP Turkey:** When we say bird watching, an expert is with us. Süleyman Bey, who is from the Nature Research Society, I would like to ask you: As a bird watcher, what attracts your attention in Eastern Anatolia?

**Süleyman Ekşioğlu (S.E.):** First of all it is a different geography. It has bird species that you cannot see in any other part of Turkey. To give an example, if a bird watcher wants to observe a Mountain Chiffchaff or Blackcock, s/he needs to go to Eastern Anatolia. Other than that, of course we go there for bird watching, but experiencing a different geography is also a good experience. It is very different to any other place.

**UNDP Turkey:** Until recently, the name of your association was Bird Research Society. Your name changed to Nature Research Society and let me highlight, your association can be found in [dogaarastirmalari.org](http://dogaarastirmalari.org). How did your project coincide with this project?

**'The trainings for local tour guides were added into the inventory studies that have been carried out since 2007.'**

**S.E.:** Yes, previously they organized this project in different forms. They ask us whether we want to take part in this organization with other friends.

**UNDP Turkey:** The Bird-watching Festival- do you organize it under framework of the project?

**S.E.:** Yes. Our association founded in 1998, and our communication with bird-watchers is very good both in Turkey and in the world. In this sense, to spread the word about this project, and to respond to their demands are easy for us. So we have collaboration this year.

**UNDP Turkey:** You gave an introduction but how many birds can be observed in Turkey? Native birds, as well as the total number of migratory birds, and how many of these are in Eastern Anatolia? In this region, I mean, Coruh Valley.

**S.E.:** Up to now, 463 bird species have been seen in Turkey. This number contains birds that show up on a regular basis, and also includes those which have been seen only once. But the total number is 463. Other than that, we say that the number of breeding birds in Turkey is 304. Because most of the time, actually, in terms of bird presence in a country, the number of birds sighted is as important as breeding birds.

**UNDP Turkey:** You mean native birds that settled in Turkey.

**S.E.:** Yes, some of them only arrive to breed then go back to other geographies. But some of them are always with us. As Pelin mentioned a little while ago, as a result of a detailed bird study carried out in this region and in the scope of the project area, 207 distinctive bird species were sighted which is a great number for the region. We should take into account that there is not any great wetland in this region. Because there is usually a great amount of diversity of species existing in wetland areas. Nevertheless, to reach such a number in a mountainous region is very good.

**UNDP Turkey:** This year you observed the migration of birds of prey in September, right? It is rich in this regard, too.

**S.E.:** Of course, that's the most intense region in occurrence of birds of prey. The places where terrestrial migrators, which in general are non-predatory birds such as the pelican and stork, are less likely to pass through. In general, they prefer the Bosphorus. But there is intense predatory migration to this region. In a season more than two hundred thousand birds are sighted and pass through here. You can see more than ten thousand migrating birds in one day.

**UNDP Turkey:** I would like to go to Eastern Anatolia, Ms. Pelin and I would like to experience various beauties in the region, bird-watching opportunities, and other possibilities in regard to outdoor tourism by myself. But, is there enough infrastructure out there? Who will show me



around out there, who will introduce the region to me? Could you tell us about your work on this topic?

**P.K.Ö:** Yes, particularly for the training of tour guides, trainings were added into the inventory studies that have been carried out since 2007. Local youth have been trained in all these areas. For example, for bird-watching you can easily communicate with a local guide to bring you to wherever you want and you may have the chance to watch any bird you want.

**UNDP Turkey:** Actually, you can be taken from Erzurum Airport and you can spend whole weekend with them. Let's talk about local guesthouses a little.

**P.K.Ö:** Yes. In scope of the project, we also tried to develop accommodation facilities. Particularly, Uzundere and its environment is the focal point of the project in recent years. Guesthouses have developed. In these house pensions you have the possibility to reach local cuisine, and also to observe and experience local living conditions. Absolutely, there have been great results for us.

**UNDP Turkey:** There's no way to mention all of them. So, datur.com... It can be reached from datur.com, the short name of Eastern Anatolia Tourism Development Project; or Coruh Valley, right? On coruhvadisi.com.

**P.K.Ö:** Yes, all of our inventory studies are on coruhvadisi.com. I mean, it is open to anybody who is interested in the topic. From datur.com, one can find more information about our project activities.

**UNDP Turkey:** Well, let me pose a final question: What is the headline of this year's Bird-watching Festival, what excites you most?

**S.E.:** What excites me most is not about the birds but about the participants. Each year, different people come. I more or less recognize previous participants. Most of them were my friends, but this year to see new participants makes me very happy.

**UNDP Turkey:** We discussed a project aimed at activating tourism in Eastern Anatolia and within this scope we also touched on bird-watching. If you would like to learn more about the project, you can find details and participate the project while checking the website [dogaarastirmalari.org](http://dogaarastirmalari.org).

# VAN EARTHQUAKE



**UNDP Turkey:** In this episode, our topic is the Van Earthquake that happened on Sunday, October 23, 2011 at 13:41 hrs and the UN's aid campaign for the region that suffered from the earthquake. We will talk about our topic with our guest speaker, Ms. Halide Çaylan, UN Resident Coordination Officer, in detail. Van Earthquake was a very severe earthquake, 7.2 on the Richter Scale. Several hours after the earthquake, UN General Secretary Ban Ki-moon made a declaration about the Van Earthquake and he has also offered assistance to the Turkish Government. My question is how did the coordination of UN been developed in Turkey in terms of the Van Earthquake?

**Contributor:**

*Halide Çaylan, UN Resident Coordination Officer*

**Halide Çaylan (H.Ç.):** Subsequent to Secretary-General's statement Mr. Shahid Najam UN Resident Coordinator of Turkey requested an appointment from the Ministry of Foreign Affairs

(MoFA). We met with the Turkish authorities and were informed that there was no request for any humanitarian assistance at that point in time. And that they will inform us should there be a need in future. We were monitoring the situation on the ground. After 2-3 days we requested another meeting. This time the Government accepted our offer of humanitarian assistance because the situation started to become grave. MoFA declared that the humanitarian assistance needs were limited to tents and prefabricated houses. On our way back from the Ministry we contacted the Regional Office of OCHA in Cairo and they have immediately supplied 400 tents that same night.

**UNDP Turkey:** Despite the fact that only a few days had passed from the day of the earthquake, correct?

**H.Ç.:** Yes that is true. UNCHR was the second agency that came in. They had already sent 2000 tents to the Turkish Red Crescent for the Syrian Refugees' issue, but there was no a need for tents at the time, and as a result they were sent to Van. In addition to that, 2000 tents followed. So this was how the process started. UNFPA and IOM followed in providing humanitarian assistance.

**UNDP Turkey:** To summarize, organizations like UNFPA, IOM and UNHCR have been integrated into this process and maybe OCHA was one of the first and most important contributors for this humanitarian aid mission as you already told us. Of course, the coordination of this process has been overseen by UN Turkey Resident Coordinator's Office, related to that; can you inform us about the process of this coordination? And you are also providing the coordination between the Turkish Government and UN Agencies, are you not?

**H.Ç.:** We are responsible for both the coordination among agencies, and the coordination between the government and UN agencies. Under the leadership of the UN Resident Coordinator we applied to CERF, a fund that avails for providing life saving assistance to UN agencies. We will use this fund to build more prefabricated houses and schools. This fund will be used according to the projects that we will implement.

**UNDP Turkey:** .: Of course, the negative effects of such severe earthquakes endure for a much longer period of time. That's why we are also trying to talk about a much broader period of time

and you are really experienced in such emergency situations. In the Marmara Region Earthquake of 1999, you were again responsible for the coordination of the aid campaigns of UN for the Marmara Region, and thanks to those experiences that you got in the Marmara earthquake; can you inform us about the ongoing process of the coordination of aid campaigns for Van Region?

**'In time the needs on accommodation grew and then Turkish Governments asked the UN for help and from international community'**

**H.Ç.:** In fact, both cases are really very different from each other, because the scale of Marmara Earthquake was very huge compared to the one in Van. It was a challenging case from two aspects: first it was a large scale and second the UN had limited experience in acting together. Therefore, we faced significant difficulties, but on the other hand we learnt a lot. It has also been a learning experience for the Government. As I already said, it is impossible to compare both cases. In contrast, the Van case is progressing under the control of much

more organized and experienced organizations, and authorities reached the affected area in a very short time. They acted rapidly and responded to the needs of the affected population. However, in time the needs grew and then they asked the UN for help and from international community. Not only UN, but also approximately 30 countries have offered to help or have directly helped the Turkish Government. According to official sources, approximately an amount of 18 million USD of financial aid has been made available so far. The Government of Saudi Arabia has pledged 50 million USD to the Turkish Government. We, as the UN, are trying to support the Government in coordinating the aid received. The process is not limited to providing basic needs but also going as far as providing psychosocial services to the affected population.

**UNDP Turkey:** This earthquake has multiple effects in the region going beyond societal health. And the UN and its agencies are ready to offer help to the country in all areas. We obviously understand that you, as resident coordination officer of Turkey, are ready to provide assistance and lead the coordination. The amount that you already mentioned to us is the official amount of November budget which is available to help the region. While the number of deaths goes beyond 600, the number of victims has passed 4000 right now, while we are recording this program. Moreover, the number of negatively affected and damaged buildings is more than 2000. You have shared the UN contribution to the country in terms of meeting the demands of Turkish Government.



**Contributor:**

*Asst. Prof. Dr. Can Özen, Middle East Technical University*

**UNDP Turkey:** In this episode, our topic is UNDP Human Development Report, which we published and presented in early November, and what messages it contains for Turkey. We will talk about the content and the purpose of this report and the definition of the notion of human development in detail with Assoc. Prof. Dr. Can Özen who is a professor at the Faculty of Economics and Administrative Sciences. Mr. Özen, you specialize in development economics in Middle East Technical University (METU). Let us start with the definition of the notion of human development. According to you, why is national income not sufficient to evaluate development?

**Can Özen (C.Ö.):** Before, national income was seen basically sufficient to evaluate development. That is why countries were simply listed in a one-dimensional way and successful/unsuccessful countries were determined accordingly. However, after the 1980s it has become clear that development should be analyzed and understood

from multiple dimensions, not just one. This means that the notion of development is a highway with multiple lanes rather than one long narrow path. For example, if we look at child development, in previous time's people only asked the weight and the height of children. But now questions about their education, health and friends replaced such questions. Just as the number of criteria for human development increased, the number and type of criteria for economic development did as well.

**UNDP Turkey:** So from a 'money-can't-buy-happiness' perspective, it is not possible to think that countries with money can ensure happiness, health, high-level education and gender equality. If you would allow me, I would like to emphasize some messages of this year's report before proceeding with my next question. The title of this year's report is "Sustainably and Equity: A Better Future For All", and actually, it is related to the notions that you have been already stated for us. So it is important to provide not just financial opportunities, but also environmental sustainability. Since you are here, we would also like to talk about the Human Development Index. For example, Norway is the highest-ranking country in this index this year, as it was last year. At the bottom of the list, we see Sub-Saharan countries. The Democratic Republic of Congo is at the bottom of the list; while Norway, Australia and the Netherlands are the top three. The Democratic Republic of Congo, Niger and Burundi are the last three countries on the list. If we look at Turkey, it ranks 92nd in the list. Judging from the factors that resulted in this score, what messages does this listing convey to Turkey in your opinion?

**C.Ö.:** Actually, I would like to ask first if the rankings are really so important. For example, last year we were 83rd in the list and we are now 92nd. I think that the ranking itself is not that important. The important thing is that countries are obliged to compare themselves with their past. So one should use these indexes to evaluate the country's own historical improvement within a period of 30 or 50 years. Secondly, using this index, countries should compare their performances with their neighbors or economically similar countries. We need to use this index this way as well. Additionally, I think that these indexes are important for countries like Turkey because, well,

Norway already knows that it is successful in all indexes. Therefore, it doesn't receive significant feedback from this index. Similarly, the Democratic Republic of Congo is aware of the poverty in the country, having fallen behind the development trend in the world. In our case, we are in the middle of a wave of development. The preferences to make and the directions to follow put us a more critical situation than Norway or the Democratic Republic of Congo.

**UNDP Turkey:** Do you think that in Turkey the development agenda is discussed as much as financial matters?

**C.Ö.:** Unfortunately not. As you have already mentioned, our understanding of development is limited to its financial aspect. We believe that the more money we have, the more developed we will become.

**'We do not have a high ranking when it comes to gender equality.'**

**UNDP Turkey:** From 1980 to 2011, the progress of Turkey can be seen as being really promising. While the life expectancy was 56 years 30 years ago in the early 80s, it has now increased to 74 years. This means that Turkish citizens live 18 years longer than they did in the past. The expected schooling period has increased from 7 to 11.8

years, and GNP per capita has risen from 5,500 USD to 12,100 USD. It should be noted that these numbers are calculated depending on purchasing power. Now, these calculated numbers may not in fact mean anything for most people. But what lessons should decision makers in Turkey draw from this? In other words, which lessons drawn from these indexes should they include in their policies for Turkey to be in a better position in other indexes similar to the one on human development?

**C.Ö.:** We can easily see an overview of our strengths and weaknesses throughout this index. For example, you mentioned our positive progresses in several figures. Our economic growth trend in last 30 years is approximately 4.3%, which is the basic growth in production. However, if we look at the growth trend in human development, it is 1.3%. So they are not parallel. What I mean is that economic growth by itself cannot contribute to the immediate increase of human development.

**UNDP Turkey:** If we compare human and economic development of Turkey, we can say that the progress of economic development is 3 times faster than human development.

**C.Ö.:** Definitely. If we are to compare ourselves with other countries in the world, we are 65th in economic development and 92nd in human development. There is a 27-rank difference in between. What is the reason for such difference? As we said, while some countries put on a good performance in human development, others do well in economic aspects.

**UNDP Turkey:** However, these social indicators are not rapidly and easily improvable factors. How much you can improve the schooling period or health indicators, such as life expectancy, in one year? And where should you start?

**C.Ö.:** It is a very good question. But first, we should look at the trend in the last 30 years. Secondly, we are not only successful in economic matters but also in health care. If we look at the situation worldwide, we are the 76th healthiest country.

**UNDP Turkey:** Of course, 18 years of increase in life expectancy within 30 years is a very important indicator.

**C.Ö.:** We can easily say that in the last 30 years our performance in health care is impressive, as well as our economic performance. But unfortunately, we cannot say the same for preventing economic and educational inequalities.

**UNDP Turkey:** We are globally preparing for the United Nations Sustainable Development Conference which will be held in Rio de Janeiro in June 2012. And the two most important topics of this conference, excluding these indexes and reports, are sustainability and equality. By equality, one can consider overcoming disparities in health, education and other social indicators. This report points to overcoming domestic inequalities, as well as gender inequalities. In the report on gender inequality, Turkey ranks 77th. What can you say about this?

**C.Ö.:** As you have already pointed out, we are not in very good standing at this point. While we do well in economic and human development on a global scale, we do not have a high ranking when it comes to gender equality. There are lots of reasons for this, like you said. Especially the lack of employment and education opportunities for women, as well as women's participation rate in the labor market, indicate that there are serious obstacles in front of us. Profound differences in educational levels between men and women also explain our bad standing in this index.

**UNDP Turkey:** When it comes to indicators, in Turkey we look at the number of women MPs. This year the number increased but this index uses 2010 figures. This is something we should call attention to. Perhaps next year our ranking may increase slightly. Apart from that, we look at indicators of maternal and child health, on which, as your findings show, Turkey's performance is not at the desired level. We have covered a wide range of subjects but of course, there is still so much to talk about. For more information, you can download the full text of the report and its summary in Turkish from [undp.org.tr](http://undp.org.tr).





# AN ENDANGERED SPECIES: THE ANKARA GOAT

PODCAST 24

28 NOVEMBER 2011

**UNDP Turkey:** In this episode, our topic is the Angora goat breeding support project, which aims to ensure the continuation of the species. This project is jointly conducted by Global Environment Fund (GEF), United Nations Development Program (UNDP) and Turkish Association for the Conservation of Nature. We welcome Asst. Prof. Dr. Mehmet Salih Karaçaltı from the Turkish Association for the Conservation of Nature and GEF Small Grants Programme Coordinator, Özge Gökçe. We are talking about a project with a very long title, initiated to ensure the continuation of the Angora goat. Is the Angora goat an endangered species?

**Mehmet Salih Karaçaltı (S.K.):** The Angora goat has a very short, but also very long story of a thousand years. It is a species found only here in Central Anatolia. There were about 2-3 million of this particular breed not long ago, only ten years ago. The Angora goat is also the source of the worldly renowned mohair. The British sent these goats first to the UK, then to South Africa and introduced the famous mohair to the world. Today, mohair is still used in the manufacturing of special apparel. However, unfortunately the official number of this species, which was 2-3 million ten years ago and 10 million twenty years ago, is now only 56 thousand.

**UNDP Turkey:** So here we are talking about an endangered species, the number of which decreased from 10 million to 2 million and then to 56 thousand. Mohair that we all know about is produced from the Angora goat. It is good that you mentioned these beforehand so that we understand what exactly is under threat. Now, I would like to ask you, Ms. Gökçe. The Angora goat is a domestic animal but how can we put it under the category of environmental sustainability? Or perhaps, I should phrase it this way, what does the extinction of a domestic species have to do with biodiversity?

**Özge Gökçe (Ö.G.):** They are related. This is a very valid question actually. Individuals and institutions don't directly consider domestic species under biodiversity. In fact, domestic species deserve attention because many of them descend from wild species. Therefore, one should pay attention to its genetic ancestry before the animal itself. The Angora goat is a source of important products. We would consider its extinction under the framework of agricultural biodiversity. You can think of it this way: Global Environment Fund also provides grants for preserving various wheat species. The Angora Goat can be considered in a similar way.

**UNDP Turkey:** Going back to you Mr. Karaçaltı, you are also a zootechnics expert and an academic in this field. You take part in this project on behalf of the Turkish Association for the



#### **Contributors:**

*Asst. Prof. Dr. Mehmet Salih Karaçaltı, Zootechnics Expert, Turkish Association for the Conservation of Nature*

*Özge Gökçe, GEF Small Grants Programme Coordinator*

Conservation of Nature. Let's talk a little bit about this project aiming to save this species. What is currently being accomplished in Turkey?

**S.K.:** We are analyzing why the number of species fell to 56 thousand, one of the figures I just mentioned. We have also tried to understand how this species became limited to only three districts in Ankara when it was widespread throughout Ankara and Central Anatolia, also in Siirt to some extent, and why its number has decreased so much. Our findings are the following: Firstly, people don't make money from mohair. Secondly, its meat doesn't bring as much money as it used to and it has brought this species to the verge of extinction. As you know, for the preservation of genetic diversity, the 15-thousand threshold is very important. And we are moving fast towards this threshold. The gene of the Angora goat is indigenous to this land. What can we do with it? First, we need to teach people how to make money from the Angora goat. Why shouldn't we, while the South Africans and the Chinese have lately made so much money from this species native to us? Why can't we compete with them?

**'You may take various precautions to protect a species but if they don't directly affect people's lives, they yield short-lived results.'**

**UNDP Turkey:** You are saying that this fluctuation stemmed from the decrease in mohair and meat prices. Perhaps the breeders started concentrating mostly on other species and, as a result, the number of the Angora goat fell to thousands from millions. But how are those farmers going to make money from this business when the prices are so low?

**S.K.:** Now, putting aside meat prices, mohair brought money until ten years ago. However, South Africa's over production and sale of low quality products for low prices in the market undermined our competitiveness. In the meantime, we also analyzed if we have a chance to compete with them or not. And we found out that if the animals are fed well and if the Angora goat is included in intensive farming, we can easily compete with them. On top of that, the species found here locally are proved to be superior to their relatives, which were brought to South Africa, for certain reasons: One, the animals are not well fed; two, they are not well bred. Therefore, the problem is caused by lack of knowledge. Let me give an example; if the goat is fed well, the amount of mohair per goat goes up to 4.5kg from 2.5kg.

**UNDP Turkey:** Almost a two fold increase from a well-fed goat.

**S.K.:** What is important is curl length, quality of mohair and, most importantly, what we call mohair standard. With our level of quality in these criteria, we observe that we can rapidly overcome our lack of competitiveness especially with South Africa. So we thought of how we could fill this gap and that is how this project was born.

**UNDP Turkey:** One might come to the conclusion that you need to adapt business models at this point and that is what you are underlining. There is no problem with breeding. Leaving aside meat prices, making money from mohair appears to be the focal point. It seems that you need to deviate from agriculture and business models and focus on the business management aspect. In the meantime, it is important to stress the following: We can gather from what you have told us that South Africa and China breed the Angora goat, and the numbers, as well as products of goats in Turkey and in these countries, are in competition.

**S.K.:** We saw that it could happen and we tried to show it to the people. The gist of this project is that if the people learn how to care for, feed and make money from this species, its number will increase rapidly. Although the project is on a small budget, it yielded some positive results. It yielded even better results than other projects on large budgets. After one year, we saw that farmers we observed started to get 3 kids per goat instead of 1.2 after only regular feeding. The project proved to be productive with the increase of the number of herds belonging to the



farmers we observed, from 2 to 3. This was the indication we needed.

**UNDP Turkey:** You are saying that these results were obtained on a small budget. So I would like to ask a question to Ms. Gökçe at this point; what you have achieved shows that you accomplish big things with little money and you support a lot of projects. In this respect, where does this project stand?

**Ö.G.:** What we are talking about today is not for the protection of a certain breed and species, or for the preservation of agricultural diversity. It is also about not forgetting the people. You may take various precautions to protect a species but if those precautions don't directly affect people's lives, unfortunately they yield short-lived results. That is what we tried to accomplish here. We protected a species to ensure the continuity of a particular breed and species, but in the meantime, we tried to make sure that the people who live on this species earn a higher income and maintain a certain life standard. We weren't alone in this. Small Grants Programme (SGP) is never the only party providing funds. It receives support from project owner and partners, as well as other sources, and conducts joint financing. SGP provides really small grants. It can provide 50 thousand dollars maximum for projects prioritized by NGOs but these projects have an impact way beyond this amount.

**UNDP Turkey:** We can see these impacts when we look into the output.

**Ö.G.:** But we don't achieve this on our own. Resources provided by the state shouldn't be forgotten. The government of Turkey has made significant contributions. Besides those regarding mohair production and those in district and administration level, the Ministry of Agriculture provides subsidies. The project succeeds when all these incentives are combined. If you are to protect a certain species, it is impossible that you do it with a small fund like the SGP. However, once you have planted the tree, small funds like the SGP become the water that gives life. And you hope that it gives you the strength to move forward.

**UNDP Turkey:** You have shown that by lending a small hand a species can continue to exist.

**S.K.:** I regard SGP's position here as displaying a small demonstration for everyone to see.

**UNDP Turkey:** You have set an example and you wish the rest to follow.

**S.K.:** Of course, this example has a certain influence since our people tend to believe what they see. Seeing that a certain farmer has increased the number of his goats, the others wonder how he did it and how he earned money from it. Then they say, "I can do it too". The question itself is an answer.

**UNDP Turkey:** For more information on the Angora goat project, go to [undp.org.tr](http://undp.org.tr).

# UNITED NATIONS VOLUNTEERS

PODCAST 25

05 DECEMBER 2011



**Contributor:**

*Aygen Aytaç, UN Volunteers, The State of the World Volunteerism report's project manager*

**UNDP Turkey:** In this episode, our topic is UN Volunteers Program (UNV). We will talk about a new and extensive report about the State of the World's Volunteerism, published by the UNV Program, with our guest speaker Mr. Aygen Aytaç who is the project manager of this report. We are doing this interview with Mr. Aytaç through a tele-conference. Before talking about this final report, I would like to ask you a question about UN Volunteers Program. Probably UNV is not known by a broader audience, in this respect can you inform us about the UNV and its work process?

**Aygen Aytaç (A.A.):** United Nations Volunteers, in other words, United Nations Volunteer Program (UNV) is one of the agencies in UN that is working collectively with UNDP to sustain global development and global peace. Its centre is situated in Bonn. The basic working principle of UNV regarding global development and peace is based on its belief that neither global development nor peace can be sustained without the support of

people. In this respect, the main goal of this organization is enhancing the notion of volunteerism around the world through gathering volunteers from each part of the world. We send five thousand volunteers to 132 countries in order to participate in development programs. There is no country restriction to be a UN Volunteer. But some countries develop collective programmes with UNV and make agreements to allow their volunteers to work in international development projects. However, in general the application process is made through unv.org website. There is an age restriction to be UN Volunteer, but people who are a minimum of 25 years old and who have 2 or 3 years experience in specific subjects can apply and work internationally for UNV. In recent years, volunteerism has become a very widespread notion especially among developing and developed countries.

**UNDP Turkey:** I think that being a UN Volunteer has to be very exciting opportunity for younger generations. It is clear that UNV is an important organization to both enter into the United Nations system and to make contributions to the solutions to some of the most deep-rooted problems of the world. UNV is currently establishing its organization in Turkey. Let us spread the word to young people out there. 2001 was celebrated as the year of United Nations Volunteers and this year is the 10th anniversary of this celebration. During this past year, UNV Program has organized lots of activities and I would like to talk about those activities. What is the meaning of International Year of Volunteers+10 and what are its purposes?

**A.A.:** 10 years ago, the year 2001 was designated as the year of volunteerism and the UN General Assembly had passed a resolution with the support of every country, to support, to make widespread and to introduce the notion of volunteerism through civil society organizations. It issued a call to make known the volunteers' contribution to development and peace by the whole world. 10 years have passed since then and many things have been achieved in the world. International volunteerism is more widespread than ever. However there are still many things left to be accomplished to fully recognize UNV's contribution among people and that's why UNV has decided to write a report about global volunteerism this year. This report is the first published report of UN about global volunteerism. During these past two years, we have tried to complete this report. We have worked collectively with academicians, civil society organizations, government authorities and the volunteers themselves from all around the world and we have

presented this report on December 5 to the General Assembly and in more than 80 countries in all over the world. In this respect, today is the 10th anniversary of UNV program and UNV wanted to celebrate its 10th anniversary by publishing a report about the notion global volunteerism in order to bring volunteers forward much more effectively into the global agenda. On the other hand, several meetings have been held with NGOs in all over the world under the leadership of UNV in order to hear some advices about the development of the notion of volunteerism throughout the world and how the 10th anniversary of UNV can be celebrated.

**'The notion of volunteerism can never replace public services but it has very big contribution for the economy.'**

**UNDP Turkey:** It is obviously clear that this year was a very busy calendar and UNV is closing it up with a very intensive program, publishing the State of the World's Volunteerism report under your leadership. Let's talk about the report itself. I know that you are working very hard and for a very long time to prepare this report. What are your basic findings in this report? What are the main purposes of this report?

**A.A.:** The most important finding of this report is that volunteerism is global. Therefore, people volunteer with this knowledge. Our report simply got people talking about this fact and provided a definition of volunteerism. We argued that everybody, women, young and old people, are working as volunteers in all districts, provincial and national levels. What we mean by volunteerism is regularly helping and sparing time for people other than one's family. I'm not talking about financial support here. As I said, for approximately 2 years we have made lots of researches and organized lots of meetings and we saw that there is no community, not even a very small one, which doesn't possess the notion of volunteerism. That's why the most important finding of this report is that notion of volunteerism is directly related with the notion of confidence. According to a study by John Hopkins University, the number of volunteers who work for organizations are capable of forming the 9th biggest country of the world. They would form a country as big as Russia with a population near Russia's.

**UNDP Turkey:** So there is great potential because you are telling that if all the volunteers of the world came together, they would in fact form a huge country. Do you really think that the notion of volunteerism can create a difference in the process of reaching Global Development Goals? And, even most of the people are asking if volunteerism can solve the economic crisis? How much can volunteerism achieve against such great problems?

**A.A.:** We cannot see that it can be a solution to the economic crisis but it is true that it has very big contribution for the economy. The notion of volunteerism can never replace public services and there is no suggestion in that direction in the report. However volunteers are really very effective in development and peace issues and there are lots of examples that support this argument in the report. And I really recommend everybody to read it. You can find it on [unv.org](http://unv.org). For example, by contributing to the polio vaccine, thousands of volunteers saved the lives of 2.5 million children. 50 thousand female volunteers in Nepal travelled from district to district to help and offer consultation to pregnant women after taking a short training period. These women were so poor, they didn't even have shoes. As a result, the mortality rate of pregnant women in Nepal decreased 40% in 17 years and this is one of the most important Millennium Development Goals for such countries.

**UNDP Turkey:** It can be understood that globally, volunteers have great potential and power. Perhaps member states and major organizations should have a responsibility to support the organization of volunteers much more seriously and help them work towards their goals. You can download and read the report that we talked about on [unv.org](http://unv.org). And, we would like to highlight that you can find a lot of information on UNV in social media by typing United Nations Volunteers, UNV or UN Volunteers.

# UN JOINT PROGRAMME IMPLEMENTED IN KARS

PODCAST 26

19 DECEMBER 2011

**UNDP Turkey:** In this episode, we will talk about a series of projects ongoing in Kars for several years now, which have started to yield results: UNDP Alliances for Culture Tourism in Eastern Anatolia. We have two contributors: MDG Achievement Fund UN Joint Programme Coordinator, Ms. Neşe Çakır, and UNESCO Venice Office National Professional Officer, Ms. Serra Aytun. It has been a year since the last time we had our interview, which, in fact, was one of our first episodes. I had asked why Kars province was associated with tourism, although it isn't one of the first provinces that pop into our mind when it comes to tourism, and why you decided to start the project there. In terms of culture and winter tourism, Kars has come a long way. In addition, there

are many projects that you coordinate besides this one. Let's talk about them, shall we? Ms. Çakır, the project and programme are nearing the end. What sorts of activities and events have taken place in Kars in the last year?



**Contributors:**

*Neşe Çakır, MDG Achievement Fund UN Joint Programme Coordinator*

*Serra Aytun, UNESCO Venice Office National Professional Officer*

**Neşe Çakır (N.Ç.):** In 2009 we set out to develop tourism in Kars. Why Kars, or why Eastern Anatolia, you might ask. Well, Kars has great potential thanks to its cultural heritage and tourism assets. To provide a general outline of these last 3 years, we have put into place training and capacity building activities, income and employment generating activities, advertisement, intangible cultural heritage oriented works, strategy and planning schemes as well as activities regarding protection of cultural sites from children's point of view and developing tourism.

**UNDP Turkey:** It seems you started from scratch. No area lacks your involvement. I suppose we are talking about a series of projects simultaneously

carried out, ranging from advertisement to protection of cultural heritage, income generating activities, employment and social adaptation?

**N.Ç.:** Yes, in fact we initiated a capacity building programme and perhaps moved way beyond our target. We have also received some tangible outputs. We started this programme by training administrators and those working in the tourism sector. We traveled to other countries to share our experience of Kars and to observe other good examples put into practice. For instance, we visited Spain. The important thing here was to promote the culture of working together between different actors and different parties. In the scope of capacity building oriented tourism sector trainings, we provided on-the-job trainings, as well as front desk, service, culinary and guesthouse operating trainings. We also gave a series of basic English lessons. All these were made to develop the capacity of the service sector.

**UNDP Turkey:** So you have organized capacity building activities from scratch in many areas and districts of Kars to create a tourism sector in the area. And many of these activities still continue. You are nearing the end of the Programme but this doesn't mean that everything is over. That process is still ongoing. Now, I would like to ask you, Ms. Aytun. You represent UNESCO in this project. There is also United Nations Development Program (UNDP) and United

Nations Children's Fund (UNICEF). Also World Tourism Organization (WTO) takes part in the whole project. Let's talk about your responsibilities as UNESCO. When you look at the progress of the Programme, where were we standing last year and how far have we come this year?

**' We have provided an opportunity for women with the saz and tar making and training workshops; young people got very enthusiastic and signed up for these trainings. '**

**Serra Aytun (S.A.):** UNESCO deals more with cultural activities under this programme. But of course, we are trying to share the outputs of some of our activities with other specialized areas of the UN and turn it into something we can both benefit from. I remember that last year in your show, we talked about a cultural center being assigned to minstrels. This year, these minstrels began meeting up and

organizing various events in this center, which made us very happy. This is something wonderful for them and also for the people living there. Similarly, we have provided an opportunity for women with the saz and tar making and training workshops. Young people got very enthusiastic and signed up for these trainings. Having started its activities within the scope of the project, after initial support, this workshop continues to operate under the guidance of our artist trainers there. These are all very pleasing developments according to us.

**UNDP Turkey:** Minstrelsy is listed as an intangible cultural heritage under UNESCO's cultural heritage list. Starting from tar making and going all the way to ensuring the continuation of the tradition, you are trying to protect this tradition. Speaking of protection, there was a minstrel CD that we listened together and broadcasted here. After that, your activities continued, right?

**S.A.:** Yes, I would like to remind you that the tradition of minstrelsy was included in this list in 2009. Of course, the Ministry of Culture and Tourism is working in this field. And our project has contributed to their works. We also compiled a publication out of these activities by listening to Eastern Anatolian folk stories, which constituted a complementary activity. Some selected stories in this book were even recorded to CDs. Again about intangible cultural heritage, I had mentioned a research we carried out with Kafkas University. I would like to talk about a pleasant development regarding this. The research was highly comprehensive and we compiled a publication from some of the findings we have covered. This work will also be published soon.

**UNDP Turkey:** It seems everything we talked about last year has progressed in some way. I know there is still a lot to add, but I would like to turn to Ms. Çakır. We have just mentioned that a certain capacity was built to revive winter and nature tourism. Additionally, you had led works under supporting income generating activities and employment. Perhaps this is one of the noteworthy aspects of the project as well.

**N.Ç.:** We initiated a grant programme to foster winter, nature and culture tourism in order to trigger the tourism potential. The programme started in 2010 and we received 15 applications. 8 out of these 15 applications received grants. In Boğatepe, a village in Kars, we established a museum on cheese production and its history. Additionally, we have a project regarding Kars dolls. These are all related to income generating activities. We also led projects regarding capacity building in Kars Hotels and Restaurant Owners Association and improving geese breeding. Our activities on nature routes took place within the scope of this grant programme as well. Of course, these projects take women and gender equality into consideration. Apart from that, we organized series of introductory activities oriented towards introducing and marketing tourism. Together with the Kars Culture and Tourism Infrastructure Service Union, we developed a number of introductory materials to increase their quality and to ensure their widespread use. We attended national and international fairs. We participated in EMITT in Moscow and MITT as well. We also

participated in the tourism fair in Berlin. And we did this to introduce both the project and Kars. We accomplished all of this with the participation of the Governorate of Kars, the municipality and the representatives of the private sector on the local level.

**UNDP Turkey:** In fact all these took place in one year. Those who will visit Kars will see the traces of this series of projects at every step they take. They will see it when they buy souvenirs, taste the local cheese or go hiking in one of the nature routes. Lastly, I would like to go back to you Ms. Aytun. We haven't finished our conversation on transferring protected sites to the digital media and Ani archeological site.

**S.A.:** This project is comprised of the transfer of intangible cultural heritage, registered to the province of Kars, to the digital media. We were working on it back then and now it has been completed. This project will enable us to manage cultural heritage much more easily, using a digital information management system. Here, something very pleasant happened. Simultaneously, the Ministry of Culture and Tourism founded the Kars Regional Protection Council and, so as soon as the system was completed, it was presented to the Council's use. Therefore, they started working in Kars with an automation system ready for their use. Of course, we would like this project to set an example to other provinces. We hope it will be beneficial.

**UNDP Turkey:** We hope so, too. The project will continue until April of 2012. And after that its impact and certain dimensions will remain through the work of the local partners.





# BEYPAZARI DISTRICT OF ANKARA AND ECOTOURISM

PODCAST 27

09 DECEMBER 2011

**UNDP Turkey:** Our subject for this episode is an ecotourism project ongoing in Beypazari district of Ankara for some time, which stands out with its success. Our contributors are Beypazari Coordinator from Nature Association, Mr. Adem Akyol, and GEF Small Grants Programme National Coordinator, Mr. Gökmen Argun. I would like to start with Mr. Akyol. You work in the field of nature tourism. When it comes to Beypazari, we hear quite a lot about the concept of ecotourism and nature tourism these days. Can you talk about what you have changed in Beypazari?

**Adem Akyol (A.A.):** Beypazari covers a very significant natural area. It is known for its history, culture and houses among people. So we came up with a project that we will first introduce to the locals so that they can introduce to other people afterwards. Firstly, we tried to introduce the local people to the Egyptian vulture as a very rare species that is found in very few places on Earth. We put up signs to the premises and trained people. In addition, we tried to attract everyone who wanted to see that local species to Beypazari.

**UNDP Turkey:** Beypazari is a district found between Ankara and Istanbul that people can visit on weekends. It takes a one-hour trip from Ankara to get there. Perhaps you have given people a reason to visit Beypazari, or turned it into an option for them. You mentioned the Egyptian vulture. Is it indigenous to Beypazari?

**A.A.:** The Egyptian vulture is an endangered species. Beypazari is one of the few places in the world where it is the most populous. It is rarely seen in other places on Earth. And Turkey is one of the places where you can easily spot and observe it. The Egyptian vultures' nests are in the İnözü Valley. Therefore, you can watch them there. Before this project, or rather before GEF provided grants, local people didn't know any of that. For example, they used to call the Egyptian vulture an eagle. Thanks to our influence they contributed to the protection of this species and became more aware. Thus, in the later phases of the project the Beypazari Nature House was built.



**UNDP Turkey:** What is a Nature House?

**A.A.:** The first Nature House of Turkey is the one we opened with our municipality to introduce the nature of the region to people. It is a manor that people can visit to get information. The ground floor is used as a visitors' center. Here, people can receive important information concerning the nature of the region such as the vegetation, butterflies, birds, etc. The first floor is used as an inn. People can stay at the manor and join our tours to see the species they want.

**UNDP Turkey:** Now I would like to turn to you, Ms. Argun. As the GEF Small Grants Programme, why do you support this project in Beypazari? What is the most attractive element of the project according to you?

**Gökmen Argun (G.A.):** First of all, the project is very well structured. It gave us a chance to

#### **Contributors:**

*Adem Akyol, Beypazari Coordinator from Nature Association*

*Gökmen Argun, GEF Small Grants Programme National Coordinator*

engage in ecotourism in the right way. Because ecotourism isn't about being a tourist out in the nature or tourism management within nature. Ecotourism is a mechanism to ensure the support so that a significant area can still exist tomorrow. So if you call what you do ecotourism, you must be contributing in some way to make sure that a certain plant, species, track and the natural richness of the area last for the days to come. This is also a kind of communication with the nature. You become connected with nature. Here in Beypazari, there are some very critical issues. The first key issue is that the people living in the area must embrace their region. Tackling this issue is really the most important step. By raising this kind of awareness, first the people who should embrace their region become aware and later the tourists who come to visit. There are some key elements here. As Mr. Akyol has mentioned we have signs, materials concerning the nature and accommodation. You hear about each of these and as a result you make a contribution to the Egyptian vulture species and your chance of seeing it in the future increases. In our opinion, this is the key point of the project.

**UNDP Turkey:** So we need to underline that ecotourism isn't simply an income generating activity, which is something important for the region. It also has a natural protection dimension to it. And that is what Mr. Akyol's association is trying to accomplish. Mr. Akyol, you are from Beypazari, I presume?

**A.A.:** Yes, I come from Beypazari.

**UNDP Turkey:** And you know the region well. You started off with the Egyptian vulture and it has become the mascot of your project. Where do you use this image of the Egyptian vulture?

**A.A.:** One of the first places we used the vulture image is İnözü Valley premises. We trained local people of the region and our friends who work at the premises. At the end of the trainings we decided that we should come up with something that is pleasing to the eye. We commissioned shirts with little vultures on them. Visitors see the vulture on signs but when they see it on the waiters' outfit; we thought they would become curious and ask.

**UNDP Turkey:** So we shouldn't be surprised if we see a vulture on a waiter's collar. Your motto is "Have you ever seen a vulture?"

**A.A.:** Apart from that we put up a stand regarding the Egyptian vulture at a mall in Ankara and it remained open for about a week. We held contests among primary schools in Ankara, like a story writing contest for example, which gave us an opportunity to tell children about vultures. We told them that the Egyptian vulture is the only vulture species able to use its beak and if it were to hit it to a rock it would break its beak. And after that, they named the vulture "rockture" which we found really sweet.

**UNDP Turkey:** So you ended up with a mascot named "rockture" as a symbol of ecotourism in Beypazari. Ms. Argun, what is the budget of this project?

**G.A.:** We provided a grant of around 45 thousand dollars to this project. But the Nature Association and its partners also contributed an equal amount. Our partner was the municipality. So, in total, the budget of the project was close to 100 thousand dollars. But we should look at the situation like this: Sometimes your contribution may not be as significant as a financial one. But it has a value of its own. Think of the support your contribution provides in this way. This small budget encompasses not only the culture of Beypazari, but also its nature. This project considerably enriched Beypazari. As the SGP, our main mission is to prove that small contributions can grow like a rolling snowball to include new partners, ideas and courses.



**UNDP Turkey:** The name “Small Grants Programme” says it all, in fact, that big things can be achieved through small contributions.

**G.A.:** We already hold the key. These are actually very small amounts. Because 45 thousand or 50 thousand aren't big figures for a project. Under normal circumstances greater amounts are necessary for financing projects. So we are in fact managing an incentive mechanism to which we hold the key. For instance the second phase of this project is completed and now the third one is being prepared for. So this project has proved its sustainability.

**UNDP Turkey:** We hope that things keep moving with the same momentum. Ownership by the locals is one reason why the project is successful. Mr. Akyol, you continue to recruit volunteers in Beypazari. Where are you headed with this? What is your objective?

**A.A.:** Our objective is to introduce the nature of the region in the best possible way, to tell people about it in the most appropriate way. This project is in its inception phase and it is moving forward. As you said, it is a sustainable one. Besides the Nature House, we will build another manor at a village where the vegetation is characteristic of the Mediterranean climate. By improving our ecotourism activities, we want to attract people to the countryside, to the life in villages by introducing them to the nature in order to make them pay more attention to the rural areas. So we aim to introduce the nature of Beypazari, besides its cuisine, manors and culture.

**UNDP Turkey:** Are the results pleasing? What kind of feedback do you receive from local people in Beypazari?

**A.A.:** After we initiated activities, people started coming, asking about the Nature House. Now, they come to us to ask when they come across even the smallest of species. As the Nature House is one of the most important visitors center, everyone can come to see. And of course, when people find a wounded animal species, they bring it to us. The Nature House is totally embraced by the locals. And as the Nature Association, we aim to establish other Nature Houses in the regions we operate.

**UNDP Turkey:** Then if we visit Beypazari, we are sure to visit the Nature House. If we don't get to visit, we type “Have you ever seen a vulture?” on Google and reach information about the project.

# EVERY DROP MATTERS

**UNDP Turkey:** In this episode, our topic is the water, which supports our habitats and which empowers our environment. We are talking about a project called “Every drop matters”. Our key-note speaker is Ceyda Alpay, Every Drop Matters Regional Project Associate. You have been implementing this project for a long time. I would like you to introduce this project briefly. What is the aim of ‘Every Drop Matters’?



**Contributor:**

*Ceyda Alpay, Every Drop Matters Regional Project Associate*

**Ceyda Alpay (C.A.):** Our project has started in 2007 with the cooperation of Coca-Cola and UNDP and our local project is still being implemented. The aim of this project is to provide safe drinking water to people and teach them how to use water efficiently within the framework of climate adaptation. As I mentioned before, this project began in 2007 and 2012 will be the last regional phase. Having seen improvements, last year we initiated the global phase of the project. Now it is being implemented by the director of the phase in Stockholm.

**UNDP Turkey:** In other words, the project that started in 2007 is composed of a partnership of Coca Cola and UNDP. At the first phase, it started as a regional project but its success has made it a global one. We have already talked about how it started. How is this project being implemented in other countries? Then, let’s analyze Turkey.

**C.A.:** In regional phase, the first one, we included Russia, Ukraine, Kazakhstan, Croatia, Armenia

and Turkey.

**UNDP Turkey:** I also would like to add that the countries you have mentioned are located either near Turkey or have a shore on the Black Sea. Now, let’s talk about Turkey. What have you done in Turkey so far?

**C.A.:** In the regional phase, we have initiated 3 projects in Turkey. We created a tap water project in Saray, Ankara. To summarize the project, there were technical problems in pipeline of the tap water and due to cemented pipelines many explosions happened in that town. We changed the pipelines and were able to save 30 thousand tones of water.

**UNDP Turkey:** So, you succeeded in saving water and having safe water.

**C.A.:** : Saray has been provided with safe drinking water.

**UNDP Turkey:** After Saray, the next town is Beypazari. I know your project implemented in Beypazari. If possible, can you talk about that? What have you achieved so far?

**C.A.:** There is a little town called Kuyumcutekke in Beypazari. Its access to safe drinking water is limited due to geographical reasons. I mean, its access to water is one hour once a day, sometimes just 15 minutes during the summer. When we analyze the weather conditions, we realized that we could use the roof-rain harvest. Having provided that, we have placed water

storage facilities there and provided continuous and sustainable drinking water for 12 months to local people.

**'In the following years, the project is expected to take place in Black Sea countries the latest at the end of 2013.'**

**UNDP Turkey:** You have mentioned about rainwater harvest. Can you give more detail about that? For example; I have a house in a village. Do I place storage on it? How does it work?

**C.A.:** There should be simple requirements to establish this system. First of all, there should be rainfall more than 300 meters, and a roof area. We enable the rainfall gathered from the roof gutters to reach the top of the

roof through pipes. There we have a simple griddle that is used to prevent access of foreign material to the storage area. The sifted water is going inside of the roof and sifted out via a sand-shingle filter. Rainfall is already pure water that needs simple refinement. Afterwards, we enable that water to reach every single house with the help of a small water pump.

**UNDP Turkey:** Actually, you talked about this at the beginning. Everything started with the impacts of climate change. In other words, climate change is one of the main reasons causing the emergence of this project. The impacts of climate change have been felt for a while. The area that you have mentioned is one of them. We talk about the decrease in the rainfall, drought, and flood in some of the areas. Taking them into account, you have established this project. You mostly have highlighted the access to clean drinking water part. It has become so successful that it has become a global project since 2010. Now, you are adding a new aspect to your activities in Turkey. You have established a new phase that is related to the whole Black Sea region and countries surrounding the Black Sea. How did you start?

**C.A.:** As you have mentioned earlier, this project was established as one concerning the Black Sea region. The name of the project is Black Sea Tool Box. Since the beginning, our aim is to make them be used in countries surrounding the Black Sea. Initially, we started the first phase in Turkey. However, the project has already being implemented in Ukraine and Russia. In the following years, the project is expected to take place in Black Sea countries the latest at the end of 2013. Now, I would like to talk about Black Sea tool box. Actually, we distribute them to educators. They are prepared for primary education level. However, the content is prepared for educators to be able to let them teach the content to students. The box contains a book that has 5 chapters.

**UNDP Turkey:** What is the main message in these books?

**C.A.:** The chapters start from the geographical and hydrological features of Black Sea region. It continues with the problems that we face in the Black Sea region and how we can handle them. The lecturing part takes place at the beginning of each chapter, is written professionally and prepared for teachers. The teachers are expected to simplify the topics and teach them to the students. There are 56 activities at the end of each chapter. What I mean is there are games related to each topic. Besides that we have game cards in the boxes. Also, we have 2 posters and 1 educational DVD. With the help of the Ministry of National Education, we have been able to reach primary public schools in the Black Sea region. Many educators came and joined us during the training sessions. We handed out boxes and they took them to the schools.

**UNDP Turkey:** You have reached almost all the schools in the Black Sea region via the Ministry of National Education. It is essential to underline the main idea. This project is aiming at adapting to climate change and it reminds us how important the water is for our lives. I want to ask what the children will learn from the distribution of the boxes. Then we can come to the end of the program.

**C.A.:** With that box, we can understand the problems we face in the Black Sea region through

simplifying them. For example, we can simply explain what does 'eutrophication' mean and how we can prevent it.

**UNDP Turkey:** What is eutrophication?

**C.A.:** An increase in the number of plants in the sea due to garbage. The number increases yet the amount of oxygen in the sea decreases and negatively affects all creatures living there.

**UNDP Turkey:** With this project, you will enable children to learn many things. Indeed, we also improve our knowledge through these boxes. How about the other schools those want to benefit from the boxes in other regions?

**C.A.:** If they contact us via [everydropmatters.org](http://everydropmatters.org). We can send them the boxes as soon as possible.

**UNDP Turkey:** Also, they can search for 'Every Drop Matters' on the internet. They can contact you via both ways.



# CAN EFFICIENT APPLIANCES SAVE THE WORLD?

PODCAST 29

02 JANUARY 20102

**UNDP Turkey:** In this episode we will talk about the extent to which electrical appliances pollute the earth and what we can do to prevent it. Our contributor is Market Transformation of Energy Efficient Appliances Project Manager, Mr. Necmettin Tokur. What are the objectives of this project?

**Necmettin Tokur (N.T.):** you know, energy is one of the most important elements of the global agenda, as well as Turkey's agenda. It can be understood from this statement that energy has a significant place in our lives and, therefore, we must use it in an efficient and rational manner. The appliances we use in our homes to make our lives easier, such as refrigerators, freezers, dishwashers, washing machines, ovens and air conditioners, function through electricity. They are also some of the most energy consuming electrical appliances. For this reason, as the title of the project suggests, we basically aim to encourage the efficient and rational use of electrical appliances. Within the scope of the project, we have a wide range of partners from government institutions and private sector. Currently, the project is jointly run by the Ministry of Energy and Natural Resources, being its executive agent. The Ministry of Science, Industry and Technology, on the other hand, is one of the institutional partners of the project, concentrating on the legislation regarding energy efficiency of electrical appliances. As for our partners from the private sector, Turkish White Goods Manufacturers (TURKBESD), representing the white goods sector, is the primary one, while white goods giant Arçelik is another partner. A large portion of the project budget is financed by the Global Environment Facility (GEF). And lastly, UNDP is one of the implementing partners of the project.



**Contributor:**

*Necmettin Tokur, Market Transformation of Energy Efficient Appliances Project Manager*

**UNDP Turkey:** We derive from what you have just said that this is a multi-partner project and aims for a total transformation regarding the use of electrical appliances throughout Turkey. So we are talking about a structure that encompasses a great many activities with raising awareness being the primary one. Let's talk a little bit about this. What is to be accomplished under this project to raise awareness?

**N.T.:** Essentially, this project has 3 main objectives. First, ensuring that the appliances are tagged appropriately according to their consumption of energy; second, developing ecodesign legislation; and third, building the necessary infrastructure for institutions to implement this legislation. The project has been initiated a year ago and currently, we are focusing on its legislation development aspect. We also must build the capacities of institutions to make sure that especially the market product checks are dealt with in a healthy and efficient way.

**UNDP Turkey:** Of course, institutional initiatives must be taken so that sectors can improve

themselves. I understand that you have made start in this manner very efficiently.

**N.T.:** One can only confirm the validity of the energy class on the energy label of products through an efficient inspection. Producers are going to be trained to learn sales techniques that will feature the importance of energy efficiency in products. There is going to be also marketing campaigns to raise awareness about energy efficient products.

**UNDP Turkey:** We can say that we, as customers, have more tendency now to prefer to buy energy efficient products more than the cheapest ones. What are your observations regarding this tendency?

**' We basically aim to encourage the efficient and rational use of electrical appliances. '**

**N.T.:** Price is the most important concern for a customer but along with the product's price, we should also consider its efficiency. It is so because you are also going to pay electricity bills at the end of the day.

**UNDP Turkey:** UNDP also supports this project to contribute to global targets.

**N.T.:** Ministry of Energy and Natural Resources tries for years to raise awareness of consumers. UNDP supports and speeds up these efforts of the Ministry with this Project. Energy saving and reduction in greenhouse gas emissions will contribute to the reduction of greenhouse gas emissions in the world.

**UNDP Turkey:** Turkey is among the countries which aim to reduce its carbon emissions and Turkey's action plan requires having energy efficient white appliances. Can you talk about the current phase in your project?

**N.T.:** Firstly, we focused on capacity development activities in public institutions. We did campaigns to raise awareness for energy efficiency with private sectors and customers through communication tools. Besides, sales campaigns are going to be organized where customers can exchange their old, energy inefficient products with the energy efficient ones.

**UNDP Turkey:** Then, your project is going to be more and more visible.





# SİVAS-ERZİNCAN DEVELOPMENT PROJECT

PODCAST 30

**UNDP Turkey:** In this episode we will talk about the Sivas-Erzincan Development Project which is a rural development project. Our contributor is Mr. Özgür Tacer who is the manager of this project. I have examined your website in order to understand the purpose of your project and a comment has drawn my attention: "To eliminate rural poverty through preserving the agricultural area and natural resources and to prevent rural migration through increasing life standards and incomes of the rural population". In this context, we are talking about a multi-dimensional project. So how do you define this project?



**Özgür Tacer (Ö.T.):** I would like to tell you about this project in detail. This project is formed of two main components. The aim is to provide a sustainable increase in the incomes of the rural population by not only increasing the life standards in rural regions, but also providing support for the development of the agricultural economy. In other words, this project possesses both social and economic components.

**Contributor:**

*Özgür Tacer, The manager of the Sivas-Erzincan Development Project,*

**UNDP Turkey:** You said that the aim of this project is to increase and to raise up the life standards and incomes of the rural population through agricultural economy. If we go into the further details we will obviously see a multidimensional project. So, my question is, how should this project increase the life standards of rural population?

**Ö.T.:** In terms of this project the first thing that we should bear in our minds is the fact that in order to provide sustainable development into a region, especially the young, regional population should possess some basic standards. That's why; the first level of this project is to satisfy the regional population in order to secure their presence in the region with preventing the possibility of their migration because the demographical resource is a necessity in order to effectuate economical components of the project. Especially in rural regions in which the young population is forced to migrate because of the insufficiencies, it is obviously difficult to provide economic development into those types of project processes. The most efficient way to prevent those types of problems is to provide satisfactory life standards for the regional population. In this respect, realizing some infrastructural and constructional development activities has seen paramount. As you all know, hygiene is one of the most important factors for infant mortality and the hygiene of agricultural activities, that's why the resolution of the hygiene problem has been a prerequisite for our project, and the construction of infrastructure was needed to solve this problem. According to the framework of this project, infrastructural development activities have been launched and 14 in Erzincan, 16 in Sivas, in total 30 naturally set up infrastructure systems have been constructed.

**UNDP Turkey:** So you aim to increase health and other types of standards, starting from the first level of infrastructural developments.

**Ö.T.:** Yes. We have also realized the reorganization of the paths and the constructions and restorations of rural types of constructions, such as bridges and inlets within the framework of our project.

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**UNDP Turkey:** Right now, there are 3 ongoing rural development projects on the UNDP agenda, and your project is the oldest one among those 3 projects. Another 2 projects are the Diyarbakir-Batman-Siirt Development Project and the Kars-Ardahan-Artvin Development Project, which the newest one. Your project was launched in 2005 and has passed its second phase in 2008. My question is when will this project be completed?

**Ö.T.:** If we add a one year extension period on to the duration of the project, this deadline of this project has been projected as September 2013.

**UNDP Turkey:** One of the partners of this project is The Ministry of Food, Agriculture and Livestock, is it not?

**Ö.T.:** Actually the Ministry of Food, Agriculture and Livestock is the stakeholder and implementer of this project.

**UNDP Turkey:** I also would like to ask some questions about the financial issues of this project. As all we know, the scope of this project is so broad; my question is: What is the budget of this project?

**Ö.T.:** The budget of this project is approximately 30 million USD. Two thirds of the total funds of this project have been provided by IFRAD (International Fund for Agricultural Development), which is one of the affiliated organizations of UN. The main goal of this organization is to provide funds for countries which realize these types of agricultural activities. The role of UNDP in this project is to provide implementation support and assistance. The 1/3 of the total funds has been met by OPEC within the framework of the International Development Support Fund. A small amount of money is coming from the Ministry of Food, Agriculture and Livestock, which we are using for administrative expenses.

**UNDP Turkey:** To summarize, we are talking about a project continuing over an 8 year period. I would like to ask some questions to go into further details of this project. What are you doing in Sivas and Erzincan within the framework of this project and what are you planning to do until 2013?

**Ö.T.:** We have some donation activities which started in 2011 within the regional framework. In Sivas Region, we have selected two agricultural sectors within the strategic investment plans, and we have implemented some donation programs for those sectors. One of those sectors is dairy farming. At the first step of the implemented methodology not only has the strategic investment plan has been prepared, but also an evaluation on future economic potentials and regional deficiencies has been done. According to those activities, a donation program has been prepared in order to meet educational, equipment and other types of expenses. According to this, some public and private entrepreneurs were applying for those programs in order to get some educational, equipment and other types of financial assistance and support. 85% of investment costs have been met by the project itself and the other 15% have been met by the beneficiary. On the other hand, if we turn back to our first topic, the construction processes of naturally purifying infrastructural systems have been completed in Yolkaya and İşbebaşı districts in Sivas, and moreover, the reorganization of paths have been done as well.

**' According to the activities in Sivas, a donation program has been prepared in order to meet educational, equipment and other types of expenses. '**

**UNDP Turkey:** It is obviously impossible to fit such a broad project into a 10 minute interview. If there are followers of [www.undp.org.tr](http://www.undp.org.tr) webpage within our audiences, they should already see the donation, auction and construction announcements from the webpage. Most of those announcements were about rural activities and there is also an official webpage for this project which is [www.sekp.org](http://www.sekp.org)



# WOMEN-FRIENDLY CITIES

PODCAST 31

16 JANUARY 2012

**UNDP Turkey:** In this episode, our subject is women-friendly cities. We will discuss the meaning of the concept of women-friendly cities and which cities in Turkey are women-friendly. Our contributor is the Coordinator of Women Friendly Cities Project, Ms. Zeynep Başarankut. What does a women-friendly city mean?

**Zeynep Başarankut (Z.B.):** It means that women participate in the decision-making process regarding the services provided by the municipality in a city, such as transportation and security. The cities that aim to ensure women benefit from these services as much as men are “women-friendly.”

**UNDP Turkey:** Indeed, it aims to ensure the application of concepts in a manner that they impact our daily lives on the local level, and also that women and men benefit from these equally. My notes tell me that the project started in 2006 and finished in 2010. That was the first phase of the project and now you are starting the second phase. It has been 8-9 months since April 2011 and now we have entered 2012. Your project will continue until 2013. Which cities have been included in your project so far?

**Z.B.:** We conducted this project in İzmir, Kars, Nevşehir, Şanlıurfa, Trabzon and Van between 2006 and 2010, as you have pointed out. As 2010 arrived, there were many other cities in line that wanted to be listed under Women-Friendly Cities.

**UNDP Turkey:** How did they express their wish to be listed? By becoming aware of the project and the results it yielded?

**Z.B.:** Besides enabling women and men to equally take advantage of the services we just mentioned, this project is the first of its kind to implement a number of nationwide projects on the local level. Seeing that our project partner is the Ministry of the Interior and that the project is successful, many governorates and municipalities wanted a share of this success for their own provinces. Therefore, when we completed the project in 6 provinces, we ended up with a list of 15-20 more cities. In 2011, together with the Ministry of Interior we decided to restart the project. We are conducting it with two specialized UN agencies, while the Government of Sweden and Swedish International Development Cooperation Agency provide financial aid.

**UNDP Turkey:** To summarize, the Ministry of the Interior General Directorate of Local Authorities, United Nations Population Fund (UNFPA), and United Nations Development Programme (UNDP) and, on the financing side, Swedish International Development Cooperation Agency are involved in the project. These partners have been conducting the project since Phase 1. So which provinces are the newcomers?



**Contributor:**

*Zeynep Başarankut, Coordinator of Women Friendly Cities Project*

**Z.B.:** After the first 6, Antalya, Bursa, Gaziantep, Malatya, Mardin and Samsun have joined the project. As for how we select provinces, the enthusiasm of the local institutions, governorates and municipalities of the province plays a key role. But it is very important that women's organizations are also enthusiastic and that they have a certain capacity. Women's organizations, which represent the local women's needs, are significant actors within the project.

**UNDP Turkey:** We should perhaps include local administrations besides these four partners we listed. With the participation of the local NGOs, the project has become multi-partner and multi-dimensional. It aims to create a women-friendly city where everyone can equally benefit from the economic and political opportunities provided. Let's dig a little deeper into this. How do we create women-friendly cities? Where do we start and how do we conclude the process?

**' The cities that aim to ensure women benefit from these services as much as men are "women-friendly. '**

**Z.B.:** We developed and tried to implement a model at the first phase of the project to create women-friendly cities and it succeeded. It has 3 pillars. One of them is the Women's Rights Coordination Council. This Council gathers all the decision makers, the group in demand of service, meaning the women, via the women's organizations and firstly determines what is needed in the city. Following that, an equal action plan is developed using the city's resources.

**UNDP Turkey:** So we are talking about developing an action plan by ascertaining the problems beforehand, and then prioritizing them.

**Z.B.:** Of course what is particular to this action plan is that it is a reflection of the General Directorate on the Status of Women and CEDAW, this being the National Action Plan on the Elimination of All Forms of Discrimination against Women, on the local level. The action plan is comprised of seven main targets including security and combat against violence. And the application of this action plan is evidently carried out depending on the needs on the local level.

**UNDP Turkey:** How will the body of the General Directorate on the Status of Women and the implementation of UN conventions, such as CEDAW, on the local level affect our lives? What challenges do women face in Trabzon, Kars, İzmir and Gaziantep? All these will be ascertained and put into practice. You started the second phase in the first half of 2011. The first phase was about developing a certain action plan as we discussed. What will happen in 2012 and which resolutions will be put into practice?

**Z.B.:** Let me talk about 2011 very briefly. After these provinces became a part of the project, the councils I just mentioned were established. And equality supervisors were assigned among these organizations, institutions and all the members. Apart from that, we have two general provincial councils, like the provincial assembly and municipal council, in which we established equality commissions. This structure, as I just said, determines needs and implements the action plan. But each one of these bodies is assigned to outline the challenges and to create budget. So once you get all the official institutions that can carry out tasks on the local level to commit, you can make progress with the support of women's organizations. If a plan of action on transportation is developed, they will know whether women will have access to it or not before a local action plan is devised. So they will improve it beforehand. Aside from that, if there are employment-related challenges persisting, they can ascertain the obstacles, provide vocational training and give incentives to establishing new firms. If there is a rising security and violence issue, providing women's shelters and emergency services are some other examples we can give.

**UNDP Turkey:** So we are talking about concentrating on the increase of violence against women, if there exists a tendency towards it, or a security problem in a province. The issue of children and other important topics such as communications and transportation, and any kind of representation, employment and other challenges concerning the administration fall under



the category of your field. So it is a multi-dimensional but locally implemented project. Now let's talk about the UN's role in this, as you represent that party of the project. UNFPA and UNDP are partners of the project. Judging from this perspective, can you explain the UN's point of view and reason for being involved in the project?

**Z.B.:** As you know, the UN has been working on the elimination of gender inequality in Turkey for many years. It is working with both central institutions and national women's organizations. Also it conducts works on the local level. We wanted to shift the experience we have accumulated so far into the local level together with the UN and two experts. And promoting gender equality is already among the Millennium Development Goals.

**UNDP Turkey:** When will these six provinces become women-friendly?

**Z.B.:** We hope that we will have included 12 new provinces into this group by mid-2013.

**UNDP Turkey:** Following İzmir, Kars, Nevşehir, Şanlıurfa, Trabzon and Van, thanks to your project, Antalya, Bursa, Gaziantep, Malatya, Mardin and Samsun will become women-friendly as well.

# WHAT IS A PROTECTED AREA?

**UNDP Turkey:** In this episode, we will talk about protected areas. We will discuss with our contributors the meaning of protected areas, how areas can be protected and exemplary practices of protected areas from Turkey. Our contributors are Ms. Başak Avcıoğlu, WWF-Turkey Nature Protection Director, and Mr. Yıldırım Lise, biologist and Deputy Manager of Enhancing Forest Protected Areas Management System in Turkey Project. What does a protected area mean?



**Yıldırım Lise (Y.L.):** In fact, "protected area" has many different definitions around the globe. But the important one is that of International Union for Conservation of Nature, (IUCN), which is "land or marine area, managed through legal or other means, that serves to the protection and sustainability of biodiversity and its resources." There are two important points here: one is that these areas serve to protect and sustain, and the other is that they are managed.

**UNDP Turkey:** Also, a protected area serves to the usage of cultural resources related to biodiversity. So we shouldn't regard it solely as protection of the nature but of everything related to nature.

**Contributors:**

*Yıldırım Lise, Biologist, Deputy Manager of Enhancing Forest Protected Areas Management System in Turkey Project*

*Başak Avcıoğlu, WWF-Turkey Nature Protection Director*

**Y.L.:** In Turkey, when we say protected area, the first thing that we think of is national park. There are many protected areas having different statuses in Turkey. But generally when we ask people, they mostly think of national parks. More than 5% of Turkey's land is protected under different protected area statuses.

**UNDP Turkey:** But of course not all of these areas are national parks.

**Y.L.:** No, they belong to different categories.

**UNDP Turkey:** How many national parks are there in Turkey?

**Y.L.:** We have 40 national parks.

**UNDP Turkey:** Can you name a few of them?

**Y.L.:** There is Küre Mountains where we work and Aladağlar, which is one of the first to pop into our minds. There is also Mount Ağrı, Mount Kaçkar, Olimpos Bey Mountains in Antalya and Dilek Peninsula.

**UNDP Turkey:** So let's underline that there are national parks all around Turkey within one and a half hours' reach. We'll come back to this but now let's turn to Ms. Avcıoğlu. Your project is born out of a partnership between WWF-Turkey and UNDP. What is your perspective and reason for taking part in this project? Actually, your title answers this question but we would like to hear your contributions to the project.

**Başak Avcıoğlu (B.A.):** I can say that this project is ten years old. At the beginning there were

our cooperative activities, which today have intensified. We are working in cooperation with many institutions and organizations at every step of the project from improving how Küre Mountains are managed, supporting the NGOs there, to capacity building and awareness raising activities. Of course, we should talk about the Ministry of Forestry and Water Affairs along with UNDP. We formed a triple partnership and I would like to stress that this project is one of the most notable ones in Turkey where NGOs and institutions come together with institutions like the Ministry of Forestry and Water Affairs or the UNDP. So that is how we are contributing as much as possible to the protection of nature in the local level.

**UNDP Turkey:** World Wide Fund for Nature (WWF) is a strong natural protection organization.

**B.A.:** Yes, it is one of the oldest ones.

**UNDP Turkey:** You are conducting this project with the United Nations Development Programme and, as you said, the Ministry of Forestry and Water Affairs. You receive financial support from Global Environment Facility and you have countless local partners. If you'd like, let's continue with Küre Mountains. Your project is a GEF-financed one on the protection of forests. What do you do on the local level?

**' Protected areas decrease such effects of climate change. '**

**Y.L.:** Our main objective is to turn Küre Mountains into an exemplary model. We are trying to come up with a model to set an example for the remaining 40 national parks in Turkey. We are working on strengthening its managerial infrastructure because there is the sustainable tourism development strategy, communications strategy and management planning dimension among the management of visitors and many others. Our second objective is putting up signs on the roads and pathways to better serve our visitors. Our third objective concerns a buffer zone, the only one around the national park. We are working together with the General Directorate of Forestry on achieving sustainable forestry there.

**UNDP Turkey:** Isn't there a buffer outside of the national park?

**Y.L.:** No, there isn't. In Turkey, there is buffer zone inside the national parks but none on the outside.

**UNDP Turkey:** It seems that you have created a model by looking at some examples around the world.

**Y.L.:** Yes, when it was declared a national park back in 2000, we had an exemplary practice program we built on this model for civil society projects. Also, we have different protection and sustainability practices at the local level. And in our third phase, we are trying to think of how we can contribute in a general manner to the system of protected areas in Turkey. Especially, after the project has started, it had an ever-growing financial and also technical contribution. What we are looking at is how to improve this system of protected areas, how to come up with a system of monitoring and evaluation and how to outline certain strategies.

**B.A.:** Perhaps, at this point we can talk about PAN Parks, which is a network of Europe's best protected areas.

**UNDP Turkey:** When we spoke last year, there was still a long way to go, but now I see that that distance is covered. Küre Mountains is one step closer to the network of protected areas.

**B.A.:** Yes, currently we are very close and hopefully we will witness its inclusion and obtain our certificate.

**UNDP Turkey:** According to your estimations, when will Küre Mountains be included in the Pan Parks network? Can you make out a date?

**Y.L.:** Based on our correspondence today, we will go through an international monitoring in the beginning of April. And by June, the process will have finalized.

**UNDP Turkey:** Taking part in such a prestigious network may have an effect on the number of visitors from Turkey and abroad. I would like to ask you now, Ms. Avcioğlu, how does this process take place in the world? In recent times, the importance of protected areas in the struggle against climate change has been gaining in importance. Why is that so and can you name some examples from Turkey?

**B.A.:** Improving and developing a system of protected areas is highly significant. One of the most notable conventions is the Convention on Biological Diversity. Under its protection programme on protected areas, all member states are obliged to improve their system of protected areas. Our foundation is working to align our system with this convention. One of its most important components manifested itself in climate change. We started to feel the effects due to changing climate in protected areas. For instance, we witnessed the destructive effects of floods and tsunami in Asia. Precipitation is increasing and landslides occur in the Black Sea region. Climate change is observable in America and in Europe too. Protected areas decrease such effects of climate change.

**UNDP Turkey:** Because it adopts a multidimensional approach. It also has a cultural aspect along with those you mentioned. You have translated a book called Natural Solutions, which is a very good publication. It can be downloaded on [undp.org](http://undp.org). Turkey's national strategy on climate change and protected areas was prepared, with the contributions of your expertise, to be the first one in Turkey and perhaps in the world. I would like to ask one final question because there might be those among our listeners who would like to make a contribution. How can they reach you?

**Y.L.:** As you mentioned, everyone can reach us on [undp.org](http://undp.org). They can also reach all the information we provided here and the digital versions of the documents we talked about on [www.kdmp.gov.tr](http://www.kdmp.gov.tr), the official website of Küre Mountains National Park, which is the only national park in Turkey to have a website.

**B.A.:** WWF-Turkey also has a website. All our activities and information regarding climate change is available on [wwf.org.tr](http://wwf.org.tr). We work a lot with volunteers on protected areas and protection activities and anybody can support us as a volunteer.

**UNDP Turkey:** I can see that your project has good relations with institutions and has a strong presence on social media. Therefore it is possible to follow your activities on Facebook and Twitter to get information.





# COUNTDOWN TO GENDER EQUALITY

PODCAST 33

30 JANUARY 2012

**UNDP Turkey:** In this episode, we will talk about a campaign called Countdown for Gender Equality Has Started. We will discuss with our contributor the progress of the project which has been initiated in November 2011, and its future prospects. Our contributor is an MP from Kocaeli, Chairman of Equal Opportunities Commission for Woman and Man of Turkish Grand National Assembly, Ms. Azize Sibel Gönül. You initiated the Countdown for Gender Equality Has Started campaign at the Turkish Grand National Assembly in November 2011. Perhaps it will be better to start our conversation with the campaign. What does the title of the campaign signify?

**Azize Sibel Gönül (S.G.):** As you know the Millennium Development Goals target the year 2015. The Countdown for Gender Equality Has Started campaign is jointly led by the Committee on Equal Opportunities for Women and Men. It is a one-year campaign with a one million dollar budget. Under the coordination of TGNA Committee on Equal Opportunities for Women and Men, UNDP, UN Women, Ministry of the Interior General Directorate on the Status of Women, Union of Municipalities and, lastly, related development agencies are our contributing partners. Particularly, UNDP is an important partner as it provides us with technical support.

**UNDP Turkey:** So this is a general framework of the campaign. Indeed the countdown for gender equality has started. By countdown, you mean 2015, I suppose.

**S.G.:** Yes we target 2015 and we hope to establish a favorable environment for gender equality. We have come up with a motto: "For a More Just World, Stand by Me." We set out with this motto, prepared all the posters, brochures, CDs and website of our campaign, thanks to the contributions of UNDP. And we announced the start of our campaign to the press in the presence of the members of the TGNA Committee on Equal Opportunities for Women and Men and our honorable president of the Assembly. We said to everyone, "For a more just world, stand by me." After the introduction, we have received some very positive outputs. After a brief period, institutions willing to support our campaign emerged. I would like to talk about one of them. This year PTT (Post, Telegraph and Telephone Service) will use our motto on all their postal stamps. So Turkey will see our motto on all kinds of postal services. Also the seals on the envelopes will carry the same motto. PTT will display our campaign's posters and brochures in all its branches and distribute informative flyers to homes for free. Our activities continue since the campaign's initiation on November 25. We think that development agencies might also support us because they have key roles in those regions.



**Contributor:**

*Azize Sibel Gönül, MP from Kocaeli, Chairman of Equal Opportunities Commission for Woman and Man of Turkish Grand National Assembly*

**UNDP Turkey:** You are operating in 26 different regions.

**S.G.:** Yes, in 26 regions determined by the statistical region classification. This classification into regions, prepared for the national development plan, outlined 12 sub-regions in fact. But since there can be two agencies in one region, we will have the opportunity to operate in both. Therefore, this meeting we held at the assembly with the participation of 26 development agency secretary-generals has been very fruitful. Following this meeting, we, as the commission members and MPs, decided to take to the field for performing fieldwork in these 12 sub-regions. For example, Istanbul province constitutes a single region.

**UNDP Turkey:** Meaning that Istanbul is a development region on its own.

**S.G.:** But my region encompasses five provinces, namely Kocaeli, Sakarya, Düzce, Bolu and Yalova, under the East Marmara Development Agency (MARKA). We will hold the meeting I mentioned in one of these five provinces and invite all the others within this development region. We will gather the MPs, elected personalities, appointed personalities, academics, as well as people from NGOs and development agencies of that region. All organizations, decision-makers and executives will talk about the coordination of the issue, as well as the steps taken and to be taken. Thus, these meetings are significant for the promotion of the campaign, raising social awareness on the issue and also questioning the activities under the campaign.

**UNDP Turkey:** Actually, you started off quite fast. By the second half of 2011, you took over the presidency of the TGNA Committee on Equal Opportunities for Women and Men from Ms. Güldal Akşit. And with this campaign at hand, you are moving with great pace. At the beginning of this episode, we talked about the operation aspect of the campaign. Perhaps it will be better to talk a little bit about its background. What kind of problems are you faced with and how do you detect them? Consequently, where do you think this process will lead you?

**S.G.:** When we look into the process, equality between men and women is a long process requiring a lot of work and effort in the whole world, not just in our country. Therefore, it is a field that requires continuous work. Sexist values and customs in a society may pose an obstacle for women in benefiting from present laws in social and everyday life. So, we get the

***' Sexist customs in a society may pose an obstacle for women in benefiting from present laws in social life!'***

chance to observe this in practice when we go to the field. On the other hand, no matter how much we strengthen the legal ground, it is not possible to extend the practice of these laws as long as they are not carried into effect, that is, as long as there are problems in their implementation. For this reason, we need to look into the problems faced in the field to come up with solutions. At this point, we believe the fieldwork we carry out under the campaign will contribute to raising awareness in the local, regional and national level. And our friends at the commission and at UNDP are all working in a very self-less manner and, at the same time, putting a lot of effort into this. I especially think that the data we received in the meeting in Istanbul is very significant. So the format and output of our following meetings are very important. There will be main policies formed at the top level but in our opinion, ensuring their expansion to the base level and conjuring something at the base level and making sure that it makes its way to the top will leave a more permanent mark.

**UNDP Turkey:** You talked about including the outcome into the policies in the local, regional and national levels. Let us emphasize that we are recording this episode on January 27. You are starting with the Istanbul region and you will be visiting many provinces and regions based on the 12-province framework. You will be moving on to Mardin and Malatya provinces in February and March. And of course, the outcomes you get there will be transmitted to Ankara where another outcome is due to follow.



**S.G.:** We will transmit the outcomes to the ministries and institutions. This campaign will continue for a year and during this year we definitely want to visit at least 12 provinces. So this tour will go on until the beginning of 2013. As you mentioned, we will be visiting Mardin in February, Malatya in March and then Tokat from where we will continue with provinces in the west. After these visits, perhaps we might organize a meeting in the Anatolian side of Istanbul. Since we held our first meeting there, we might as well hold the last one there too. So that's basically how the process will take place.

**UNDP Turkey:** You can find information on the objectives of the campaign on its official site by typing "Countdown for Gender Equality Has Started" on the internet. Distinguished MP, Ms. Gönül informed us about how this campaign started and what is being done within its scope of work. Those who are interested in the topic can get more information on its website.

# COLLABORATION OF UNDP AND THE VODAFONE FOUNDATION

PODCAST 34

6 FEBRUARY 2012



**Contributor:**

*Dr. Hasan Süel, Chairman of Vodafone Turkey Foundation*

**UNDP Turkey:** In this episode, we will talk about two social responsibility projects jointly led by Turkey Vodafone Foundation. One aims to form a knowledge-based society now that it has reached 1 million young people, while the other is a workshop of artist, who knows no boundary, namely Dreams Academy. Our contributor is the Chairman of Vodafone Turkey Foundation, Dr. Hasan Süel. I'm going to ask you about these two projects but before, let's talk about how Vodafone Turkey Foundation is participating into development projects. What is your perspective on participation?

**Hasan Süel (H.S.):** As you know the region we live in has certain social responsibilities and social needs. Our point of departure was to render the private sector accountable as well as the state for social responsibility. Therefore, in 2007, during Vodafone's first year of activity, we founded the Vodafone Turkey Foundation and tried to map Turkey's social needs. As the private sector, as Vodafone and as the Vodafone Turkey Foundation,

we thought about the fields we could contribute to. And at that point, our philosophy was to reach those who were left outside. We attached great importance to projects that aim to bring opportunities closer to the people who cannot benefit from them. There were two reasons for this: education and disability. Vodafone Turkey has a particular feature: the social assistance activities of the group we invest in gain a legal status and are led accordingly.

**UNDP Turkey:** The Vodafone Foundation operates in more than 20 countries.

**H.S.:** We are one of the 27 Vodafone Foundations and we have a legal personality of our own and a separate administrative structure. This allows us to handle social responsibility projects with a different vision and manner. I would like to underline this different vision. As you know, it is very important to choose the right business partner and to do your work professionally just as it is important to choose the right subject and field. We aim to come up with sustainable projects with long-term effects and to be able to measure the impact of those effects.

**UNDP Turkey:** So it is possible to talk about a unity and partnership as far as objectives go. United Nations Development Programme is also an international organization that believes in partnership with the private sector. And sustainability is one of the main topics that UNDP attaches great importance. Now, if you would like let's talk about how these objectives are put in practice. There are surely those out there who haven't heard of Dreams Academy. So what is Dreams Academy and how did you get involved in it?

**H.S.:** Now, there are more than 8, 5 million registered disabled people in Turkey. This figure indicates that they constitute more than 10% of the whole population. When we go out in the street we don't see most of these people because they can't go out of their homes. So that's

where we came in to develop a project that will allow them to bond with life and involve them permanently with social life. We looked at the projects, which have been developed on the subject until now. They were mostly private sector projects dependent on donations of benefactors. However, what we wanted to accomplish was a sustainable project, focusing on education. And so we came together with AYDER and UNDP.

**'There are more than 8, 5 million, which is more than 10% of the whole population, registered disabled people in Turkey.'**

**UNDP Turkey:** You started out with various municipalities in İstanbul. You came together with different organizations at venues assigned by the municipalities to start working on the project. What does Dreams Academy involve? How did you design it to be?

**H.S.:** As the name indicates, this is an Academy with an academic calendar and trainers. Vodafone Turkey

Foundation gives its biggest support through meeting the educational needs. It provides various educational programs and workshops in different areas.

**UNDP Turkey:** Here we should underline that these programs and workshops include art too.

**H.S.:** Yes, here we have determined certain multifaceted areas, like music, theatre, dance and sports, oriented towards the needs of the people in the Academy. Thanks to our volunteering and professional trainers, we have had more than 620 graduates and we are still counting.

**UNDP Turkey:** Under this Academy, some brands also started to emerge like the Social Inclusion Band. It is an orchestra of disadvantaged young people. They play whatever you want them to and they are just amazing. So let's talk about them a little.

**H.S.:** The Social Inclusion Band is a product of Dreams Academy that we are absolutely proud of. As you said, they play in music festivals and music halls and receive a fee for their performance. So what I would like to underline here is that they turn what they do into an income and thus ensure sustainability. We are very proud that we have made a contribution to them to accomplish this. And they already have the capacity to move on without us.

**UNDP Turkey:** There are also certain sub-bands like the Dreams Company. What does the Dreams Company do?

**H.S.:** The Dreams Company is a theatre group and as I have said, one of our sub activity groups is theatre. We noticed that students of Dreams Academy have enthusiasm and potential for theatre. So we created a workshop and turned theater into a training programme. And we began to reap the fruits after a short while. They performed many plays, which were all well received. And we are going to come up with surprises soon.

**UNDP Turkey:** Let's underline the surprise part because even if we know what they are going to be, we are not telling. But let me just say that they have a great surprise prepared. You can follow Dreams Academy on Twitter by typing "Dreams Academy" and the Social Inclusion Band by typing "SIB." We don't have much time left but there is one project that you conduct jointly with UNDP. It has reached hundreds of thousands of people but still it remains largely unknown. It is called "Everyone Will Have Computer Skills." So what kind of a project is this?

**H.S.:** I would like to repeat what I said at the beginning. To come up with a successful project, you have to find the right partner, subject and time. "Everyone Will Have Computer Skills" is a combination of all three. We have observed that computer literacy was very low in Turkey. So we thought of what we could do to bridge this gap and came up with a web-based training programme online because the internet provides a platform for people to gather around. This

programme, recognized by the European Union, is comprised of modules. So people can include this certificate in their CVs. This project was much appreciated by the public and, as a result, we have had an influence on more than one million people. Here I would like to point out the majority that women and children form. This is a step taken towards equality of opportunities by bridging the digital divide, which is an important problem in Turkey. We regard this project as a very significant activity of sustainability.

**UNDP Turkey:** So this is a project that has influenced more than one million young people in 81 provinces. You can still register at the website to receive trainings. Just go to [bilgitoplumu.net](http://bilgitoplumu.net). And for Dreams Academy, go to [duslerakademisi.org](http://duslerakademisi.org). Lastly, I would like to ask you how your partnership with the UNDP will continue.

**H.S.:** We will continue to come up with sustainable projects by determining the right themes. What is important is to interpret our country's problems in the right way. The successes we have had, is the guarantee of our future accomplishments. So, stay tuned.

**UNDP Turkey:** We wish many successful stories like this one and hope to see more partnerships on these kinds of development programmes, between private sector and UNDP.



# I CAN MANAGE MY MONEY

PODCAST 35

13 FEBRUARY 2012

**UNDP Turkey:** For most people, during high school or college years, one of the biggest challenges we face is how to manage pocket money or the money we earn. The habits we gain during these years can stay with us a lifetime. In this episode, we talk about a project dealing with this issue: I Can Manage My Money. Our contributors are Berna Ülman, the Regional General Manager of Visa Europe, and Hansin Doğan, acting interim Deputy Director of UNDP Istanbul International Centre for Private Sector in Development. Like I said, the money that we earn and how to manage our budgets is something that we really work hard to learn in our early years. But where did the idea for a project like this come from? I want to start by talking about what's behind this project.

**Berna Ülman (B.Ü.):** We, as Visa are an organization that values the ideas of corporate social responsibility and hold these values within our business culture. Because of this, we are trying to analyse the needs of the population that we live in and try to come up with projects that will cater to them. And we bring these projects to life by working with our stakeholders. Financial awareness has long been on our agenda. We had been carrying out much academic research, conferences and cooperative projects with business organizations, but we also realized that there was a need to educate our youth, and this became clear after our research as well. And feedback that we received from banks and consumers also confirmed this. For us to get closer to this, we decided to cooperate with UNDP on this project.

**UNDP Turkey:** So you discovered that this is a problem in Turkey? You found out that there are many who use credit without much knowledge of how it works and then you embarked upon this educational project?

**B.Ü.:** We discovered something. You know, however a tree is planted, that's how it will grow. We find it very important to know how people manage things when they are young. The things that also come to the fore are of course being able to budget well and having an understanding of personal finances. We saw these as important factors for these people's future happiness and prosperity, and for national development and sustainable growth, and for funds to be able to be diverted to the right places. For example, in our research we encountered such a result; 87% of young people do not have any kind of even minimal savings, but they are still dreaming about making big purchases.

**UNDP Turkey:** Could it be that they aren't making any savings because they don't have any money?

**B.Ü.:** Well, the ability to manage your budget is even more important for those with less money. We need to differentiate between necessary things and unnecessary things. We found that there is a problem when it comes to separating these two things.



**Contributors:**

*Berna Ülman, Visa Europe Regional General Manager*

*Hansin Doğan, Deputy Director (a.i) of UNDP Istanbul International Centre for Private Sector in Development*

**UNDP Turkey:** So we should be able to make savings on small things for example. Now I want to turn to Mr. Hansin. We are going to discuss the specifics of the project but first, let's discuss the other partners in this project. UNDP is not doing this project by themselves. They have partners besides Visa Europe. Let's make this very clear.

**'87% of young people do not have any kind of savings, but they are dreaming about making big purchases.'**

**Hansin Doğan (H.D.):** This is a project that is made possible by public and private sector coordination. The advisor on information for the Presidency is responsible for bringing us together on this project; we founded the project and included the Ministry of Development in this as well. Our intention was to make the field of financial literacy available to the public; there was no example of this to be found in the world. We were awaiting this especially from the community and public partnerships. Our fourth partner was responsible for the projects implementation, the coordination of training and managing regional organizations, Habitat Youth Association. We have been working with this group since 1996 to form a network of young people in Turkey. We have a strategic partnership with them. We benefit from the dynamism, the energy and the advantages of having a youth network. They help us with everything on the ground, from finding educational institutes to help us, finding places where we can teach and finding people willing to give us teaching for free.

**UNDP Turkey:** UN, Ministry for Development, Visa Europe and Habitat Youth Association, these are all partners and actually, asks youths to teach other young people on how to create a budget for themselves. How did this begin? These young people can apply for help from you, go to [www.paramiyonetebiliyorum.com](http://www.paramiyonetebiliyorum.com) and reach you. Ms Berna, how did this progress after this?

**B.Ü.:** First the educator teaches the young people. We have a curriculum that we prepared with academicians. Ahmet Buldan made great personal sacrifices to create this entirely from scratch, and very fine and detailed curriculum. This curriculum teaches young people, and they can then go and teach other young people as well. This tale is about two days.

**UNDP Turkey:** First the educator teaches the young people. We have a curriculum that we prepared with academicians. Ahmet Buldan made great personal sacrifices to create this entirely from scratch, and very fine and detailed curriculum. This curriculum teaches young people, and they can then go and teach other young people as well. This tale is about two days.

**H.D.:** Between the first and last tests that we do, we can see a significant increase in the amount of knowledge that has been gained in this time. For this to reach the stage of affecting behavior this takes a bit of time. We don't want to be limited to just two days, we want young people that participate in our programme to use this knowledge in their lives and also spread what they learnt to their friends and family, so this will in turn spread throughout the community and positively affect their decision making as well.

**UNDP Turkey:** I'll return to you Ms Berna, are there people that come and tell you that they are learning something entirely new which they have never encountered before? Or anything similar to this? What kind of an experience was this? Because this is a programme that has been going on for some time.

**B.Ü.:** We hear a lot of different anecdotes from young people. But more important than this is if we look the figures, we can see that: the number of young people that see themselves as financially capable after taking the I Can Manage My Money course rises to 72%. This is really very important.

**UNDP Turkey:** It started off very low.

**B.Ü.:** The figures for people who kept an eye on their monthly outgoings were less than 50%, now





it has risen to 84%. It's important for them to make a budget but we can especially see that the number of those that keep a close eye on it have risen as well.

**UNDP Turkey:** I think that making a budget at that age is a very big thing. It's an important thing in terms of personal development for a young person aged about 15 to be making their own budget. To look at how much you earn and what you spend it on should be an aim of this two day training.

**B.Ü.:** Definitely. The aim of this project was to increase financial understanding of young people, but we want to use the observations we have to take this forward and bring it into the public sphere. We are aiming for this project to be integrated into the general curriculum and reach even more young people this way.

**UNDP Turkey:** You want to set a good example. You have reached thousands of young people by including this into the curriculum of selected places so far. So, tens of thousands of people have benefited from this. This model has been used in nearly 50 regions and is aiming to be model for everyone. I want to ask you Mr. Hansin, what is the reason for UNDP being involved with this project?

**H.D.:** Our most basic aim is to eliminate poverty. We were developing this project in the midst of a global financial crisis, and this made people even poorer. When we were looking for the source of the problem with Visa Europe we realized that people did not know how to manage their money and that this caused them to become poorer. We see this as a fight against poverty and therefore we wanted to develop this model in a country like Turkey. From this angle, there is no corresponding project to this anywhere in the world. We founded this program as partly a public private sector partnership, partly a corporate social responsibility project and partly a fight against poverty.

**UNDP Turkey:** I want to ask Ms Berna one final question. It looks like we are starting to see the benefits of this project. You are going to continue this work in another country within your region very soon. Tell us about that and then we will finish.

**B.Ü.:** After the success of the programme here, both we and UNDP are sharing this formula as a model of best practice. There was some interest in Romania for this programme. We came together with UNDP and coordinated the export of this programme to Romania. We, the Turkish contingent, are very proud of this achievement.

**UNDP Turkey:** Visa Europe and UNDP Turkey will be carrying this success over to Romania. We wish this successful project goes on by expanding its field of application.

# ETHICS IN BUSINESS AND SOCIAL DEVELOPMENT

PODCAST 36

20 FEBRUARY 2012



**Contributor:**

*Tayfun Zaman, TEİD – Coordinator of the Ethics and Reputation Society*

**UNDP Turkey:** In this episode, we talk about the linkage of ethics and reputation management in business as well as a decisive fight against corruption with social development. Our contributor is Tayfur Zaman, the coordinator of TEİD, otherwise known as the Ethics and Reputation Society. Corruption and abuse of authority are two different things. We find things like bribery, kickbacks, and extortion and these can sometimes come under corruption, and sometimes abuse of authority. We are going to explore all of these things with you in this programme but first I want to ask you about your society. You haven't yet started a project with UNDP, but we are still talking about the problems that plague the world of business and trade. How severe was the problem that you felt that you had to form a society?

**Tayfun Zaman (T.Z.):** Although we haven't started a project with UNDP yet, our principles and work ethics run parallel to each other. So it's true

that we share the same circles. What kind of need did we see that we formed our society? We saw that there is a lack of ethical management especially since this latest financial crisis. We also noticed a lack of ethics in general from this as well. If we consider the fact that our national economy is 98% dominated by family run businesses and these families project their own values onto their businesses, then we can't say that there is an ethics problem as such, but rather that we need to assess these ethics and use them with discipline, report on them and monitor their progress, and so we came together under one roof to form this society for these purposes and are continuing to work towards these aims.

**UNDP Turkey:** So you cover not just ethics but ethical management and the business world. UNDP project, or rather the UN Global Compact. You are one of the signatories to this as a society. This compact has ten basic principles and covers human rights, working standards, the environment and the last one, the fight against corruption. You are concentrating on this one mostly. The tenth principle of the Global Compact covers all kind of malpractice in the business world including bribery and extortion. How do you fight this corruption and what kind of corruption is there?

**T.Z.:** When we talk about corruption, we are generally speaking talking about the interactions with the public. Corruption and bribery, a public official using information that they have for a negative purpose or lining their pockets with the profits of a large company are all included. But we are not only limited to corruption.

**UNDP Turkey:** You are not just limited to corruption in terms of relations with the public. And the rest of it comes under abuse of authority.

**T.Z.:** Yes, the interactions between businesses, the interactions between workers or the relationship between workers and their firms comes under abuse of office. But there are also

some overlaps between these two; using your power negatively, for example to fire employees, to target individuals or sometimes to cause mass redundancy. Why is it important to work on this area? I'll give you an example; the corruption industry is the world's fifth biggest industry. It's bigger even than the French or German economies.

**'One of the world's biggest economies is corruption.'**

**UNDP Turkey:** This is a serious economy; it's like we are talking about a national economy.

**T.Z.:** Yes. In developing countries 7-8% of a company's income goes to corruption, while in developed countries this is about 5%, and in undeveloped countries this rises to about 25-27%.

**UNDP Turkey:** As we look at these figures we can see why we have both arrived at the same point. Social development hinges on fighting corruption and to remove corruption where we find it. You have signed up to the UN Global Compact, what kind of activities are you doing to fight corruption, and what is your opinion on corruption and social development?

**T.Z.:** We gave a few figures relating to corruption. Let's take a quick snapshot of society. There are about a billion children who have died because of insufficient vaccines or living in unhealthy conditions; a significant amount of the world's population is fighting starvation, another smaller but still grave section of the population is living under the poverty line, and many cannot reach clean water. Together with these, we know that one of the world's biggest economies is corruption. We do not look at ethical management as just a way of doing business honestly. Ethical management is a discipline of work management. We can only measure and see what works when we have written proof of working ideals and conditions, and form an administrative setup to manage this. Together with the tenth principle of the UN Global Compact, we have also shared a plan with other countries as well. Our ideals are also in line with the compact. Ethical management is actually a way to manage how work is done.

**UNDP Turkey:** And this way of working, the removal of bribery and eliminating it are a very important factor in nations' development. We have to highlight this. You spoke about your organizations goals. Now let's talk about the situation in Turkey. What was behind the formation of such an organization and which companies have supported you?

**T.Z.:** Our first target in Turkey was the well entrenched firms, the firms that use foreign partners in order to secure a place here and then bring them together with their foreign wings and gain an understanding of the local culture. With this target in mind all the prestigious firms that we invited to join us answered. Big firms like Borusan Holding, Anatolia Industrial Holding, and Sabancı Holding. Leading firms within their own industries such as Siemens, Bosch, Microsoft and HP opened up their resources for us to research these cultures' development and spread. Then we went on to reflect this culture.

**UNDP Turkey:** TEİD, the Ethics and Reputation Society, is a society that has managed to bring together all of these firms under one roof. You can find out more from [teid.org.tr](http://teid.org.tr). There is also [etikblog.com](http://etikblog.com) which has a lot of material to be discussed. You are also a society that is very active on social media sites. The website LinkedIn where a lot of business contacts are found is the source of much discussion on ethics in business. I see these as quite eye-opening things. You can also access this information on LinkedIn. What are the debates most centered on? It is quite important to set a good example in Turkey I think but which category should we focus on? Should we concentrate more on the corruption within the business world or should we focus on the problems with competing for contracts? Or have you not made such an order of importance?

**T.Z.:** First we need to look at identifying and acknowledging these problems. Some sectors work more with the public than others because of contracts they have gained. The risk factor rises here. Some sectors work far away from the public for example the industrial sector; they are

doing business directly with the private sector and the consumers of their products. And so we need to look at competition. A company can use certain factors to give it an unfair advantage and can put itself or its customers at danger of corruption. But we should look at it this way; in some areas the risks of these happening have become part of everyday life and become the norm. This is where we fight back. There may be open corruption, open abuse of power. We try to disrupt this 'normal' state of affairs with small gestures and these have a great effect.

**UNDP Turkey:** So what conclusion can we come to with this? The companies that you have chosen to keep an eye on, have you put to them concrete measures or given them a handbook on principles and what constitutes corruption?

**T.Z.:** The ethical standpoint of all of the companies in Turkey, and the ethical politics linked to this, all lead to the creation of an ethical code to be followed, an ethical code that encompasses all aspects of a business and for these to create a chain of provision of ethical management. Also, every part of the chain that is included in this ethical management will spread these ethics to others and we hope to create a shared ethical culture. We also wish to form a relationship with all firms to achieve this, whether we work in partnership with them or not.

**UNDP Turkey:** Your door is still open to organizations and firms that are not members of your society?

**T.Z.:** It is always open for everyone.

**UNDP Turkey:** You are ready to work with Chambers of Commerce and Industry, development agencies and other such organizations. We can also highlight that fighting corruption is a way of helping development. Today, The UN Global Compact is what brought us together; its tenth principle includes the ideal of fighting all types of corruption.



# BİLGİ UNIVERSITY AND UNDP Turkey

PODCAST 37

27 FEBRUARY 2012

**UNDP Turkey:** In this episode, we will be talking about the UN Global Compact in higher education and the concept of Social Entrepreneurship. Our contributor is the director of the Centre for Applying and Researching Sustainability at Istanbul Bilgi University, Dr Gresi Sanje Dahan. She is also the UNDP representative at Bilgi University. Let's begin with the title of this podcast. UN Global Compact in higher education. What is the UN Global Compact, maybe we need to be reminded of that. The United Nations developed a set of 10 principles for the business world, concerning working standards, human rights and malpractice. The principles cover the standards that the signatories of private sector businesses have to abide by. How did this get carried over into higher education, how was it implemented and customized for this purpose and when did this begin?



**Contributor:**

*Dr Gresi Sanje Dahan, Istanbul Bilgi University*

**Gresi Sanje Dahan (G.D.):** There are 400 universities who signed the UN Global Compact. But because it was designed for business purposes, it is very hard to customize all ten of the principles to suit us.

**UNDP Turkey:** So because of this the universities who signed up to it did so taking into consideration their business side.

**G.D.:** This also includes non-governmental organizations. The UN Global Compact leaves the door open for exceptions, so if you are a business or organization that does not work for profit, then you can still sign up to it. But it is also helpful to note that unlike other businesses you are not required to carry out the implementations set out in the COP agreement. You are saying that we as a university will do the best that we can do in terms of being a business.

**UNDP Turkey:** This report is the report of the obtained results.

**G.D.:** Yes. Every year, the businesses put together the things they have done right, or the things they were not able to do, into a report.

**UNDP Turkey:** There are two main principles covered by the Human Rights Principles. For example, it says that human rights must not be infringed upon. Regarding working standards, there must be an end to discrimination when recruiting staff and placing them in jobs. They must support unionization and collective bargaining, as well as banning child labour. Of course, under the heading of environment they must support approaches that are kind to the environment and support technologies that are eco friendly. Finally they must fight against all kinds of malpractice within business such as bribery and extortion. You remove the term business from this and insert university and customize it for yourselves, don't you?

**G.D.:** Yes, this is the basic logic behind it. But there are a few small details. For example the problems of malpractice, under this we have included intellectual copyright. We also included plagiarism in this. For example we have done training for the people on the advancement of women's and children's rights. A university is a business, but it is also a place of education, so this

is a new initiative to bring the two together. This initiative started in November of 2011, when the director of the UN Global Compact George Kell put out calls to the whole world. Our university is one of the ones that received this invitation. Then 14-15 academicians from 10-11 countries met in New York. Since January 2011, every month there is a teleconference and twice every month a face to face meeting in order to work towards implementing the UN Global Compact in higher education.

**UNDP Turkey:** It might be useful to give examples. What has Bilgi University done to implement these four main and ten other principles? Are there now mechanisms in place that weren't there before?

**G.D.:** I can give you examples of things that we have done concerning the environment branch of the compact. Our university uses green electricity anyway. We are also implementing incentives to increase recycling and decrease the use of paper in classes. I am also part of the advertising department and a faculty member: we designed a project with our final year students to decrease printing and also to encourage recycling of the things that we do print.

**UNDP Turkey:** Actually if you type your name into YouTube, you can see statements that you have made concerning these projects you have done.

**G.D.:** There is more to come. The paper that we collected from this campaign is donated to the Lokman Hekim Health Foundation, and so we are supporting the work that Ayhan Beyler does for the health services. We also have an ethics committee. We have to get approval from the ethics committee before we embark on projects we do in the general population.

**UNDP Turkey:** And this could come under the working conditions heading, too.

**G.D.:** As I have already mentioned one of our projects, let me say that we are organizing many different and interesting projects in all of our locations. One of them is organized by our Youth Department, called 'the Walking Library'. They tour around different neighbourhoods talking to people from different social backgrounds, in order especially to break down stereotypes. We had the resources and so we can't exactly say that we have produced something entirely new. We grouped these under the different headings.

**UNDP Turkey:** You grouped these under the heading of the UN Global Compact. Our listeners can find these headings if they search for UN Global Compact. And now we have learnt how these principles are customized for higher learning institutions from you.

***'Social Entrepreneurship is to produce resources in the spirit of entrepreneurship for non-governmental organizations.'***

**G.D.:** At the moment the initiative has not been launched yet. There will be an announcement about it at the Rio conference. We are just carrying out the pilot project. A leaflet on how to implement this initiative has been drawn up, The UN is finalizing it. Five of the ten schools that participated are running pilot projects and we are one of those five. So this initiative is going to be launched at the conference.

**UNDP Turkey:** The answer to the question of how to implement the UN Global Compact in higher education will be given there at the conference in June. So let's move on to our second topic. You have a project going on the UNDP; let's just give an overview of it now. You are conducting activities under the title of Social Entrepreneurship. If you could give us an understanding of what this means first of all.

**G.D.:** Social Entrepreneurship is a concept that is starting to really develop. For example, non-governmental organizations try to produce resources in the spirit of entrepreneurship, so not as



donations but as incentive for individuals to come up with their own sources of income and to produce resources for the less fortunate members of society. We can say that this is a model of entrepreneurship given to benefit these people. It differs from normal entrepreneurship in that it has a social element to it. But the rules of entrepreneurship are also found here. The goal is to produce your own resources instead of going round and asking for it from others. So this produces projects that are both sustainable and that produce new resources.

**UNDP Turkey:** Entrepreneurship that produces its own resources and that is beneficial to the society is the crucial point. So I think we are beginning to see examples of this. There are some very successful examples. You are taking notes of all these projects, researching them and seeing how they could be shown as examples elsewhere, then broadcasting them. Could you talk about this for us?

**G.D.:** At the end of our work with the UN, we are going to publish a book from Istanbul Bilgi University.

**UNDP Turkey:** When will this book be published?

**G.D.:** We think we will have it in our hands in a few months time, in the spring. For this we had five different case studies. I want to talk about a project called 'Rubbish Madam'. This project takes women who have never worked and trains them, and they can then make various things out of discarded rubbish such as bags, boxes and frames. Unilever has stepped up to this project. Unilever sends all of its discarded rubbish, its wrongly printed labels for example, from its studio in Ayvalık and sends them to Rubbish Madam. So women who have never worked before can these things that they make and earn some money for themselves.

**UNDP Turkey:** So this becomes a perfect example of Social Entrepreneurship. I think that if you search the internet for Rubbish Madam (Çöp Madam) you may be able to find some links to this project. All of this is an example of entrepreneurship in Turkey, and you work to show how this can be done and in an ethical way as well. We would qualify this as a form of Social Entrepreneurship. And there we are, even if it was a little short.

# CORPORATE SOCIAL RESPONSIBILITY

PODCAST 38

5 MARCH 2012

**UNDP Turkey:** In this episode, we will talk about corporate social responsibility with an expert in this field. What does signing the United Nations Global Compact mean for a private sector company? What will be the impact when this compact is put into effect? We will ask these questions to our contributor who is Aylin Gezgüç, Koç Holding External Relations and Corporate Social Responsibility (CSR) Coordinator. What kind of difference does it make for a private sector company to sign the UN Global Compact? Let me start by raising this question. Let us remind ourselves about the Global Compact once again and explain what it means.



**Contributor:**

*Aylin Gezgüç, Koç Holding External Relations and CSR Coordinator*

**Aylin Gezgüç (A.G.):** The Global Compact, which was signed in 2000, is a strategic policy initiative of the United Nations that broadens UN's task area. As you know, United Nations is generally known to struggle against poverty, wars, political and economic problems and so on. With the Global Compact, we are talking about an inclusive and receptive approach including the private sector and non-governmental organizations (NGOs), and this is proof that United Nations is closely monitoring global developments. There are 10 principals in this compact. It is possible to examine them under four main headings and these are human rights, labour, environment and anti-corruption.

**UNDP Turkey:** Every single firm which signs this compact undertakes to abide by these principles.

**A.G.:** Yes, they do, and this commitment includes making a serious effort to progress further. How do we understand whether the firms are making a serious effort or not? Reporting is a must. Therefore they should be reporting that they abide by all the principles of the Global Compact, they make an effort with all other stakeholders to be a good citizen and they should also report their progress.

**UNDP Turkey:** It would be good to remind ourselves that the chapters under the labor heading prevent forced labour, child labour, and discrimination in recruitment and uphold unionization, the freedom of association and the effective recognition of the right to collective bargaining. There are many other principles aiming to make firms adopt these kinds of statements through UN Global Compact, however, we do not have time to talk about all of them. Now, let's talk about the UNDP issue, if you wish. We should emphasize that you have been working together with United Nations Development Programme within the context of social responsibility for a long time. What are the areas of cooperation during this period? Let's talk about that.

**A.G.:** Our first area of cooperation was within the scope of Global Compact. We cooperated with UNDP on various subjects, from the ratification process up to the present day, such as reporting progress, explaining the importance of the Global Compact to other stakeholders, finding new companies to sign up to the Compact, and creating a network in Turkey within the scope of UN Global Compact as a corporate structure. To give an example, we have organized a conference for the 10th anniversary of the Global Compact.

**UNDP Turkey:** Global Compact +10 Conference.



**' We targeted 7 forests in 7 regions and came to an agreement with TEMA to plant 700.000 seedlings. '**

with UN Resident Representative, but also with the Special Programme Coordinator Hansın Doğan and Deniz Öztürk from Global Compact New York Office; we have very close relations with them and mutual understanding.

**UNDP Turkey:** The audience may ask this question: "You mentioned all these things, but how will they affect my life?" There are many projects within the scope of this cooperation. Could you please talk about these projects?

**A.G.:** Sure. The most important objective of these projects that we carry out as a team is to individualize the administrative heritage we have. We have two well known projects: "Vocational Schools: A National Issue" project (Meslek Lisesi, Memleket Meselesi) and "For My Country" project (Ülkem İçin).

**UNDP Turkey:** "Vocational Schools: A National Issue" project (Meslek Lisesi, Memleket Meselesi) was like a tongue twister when it was first introduced. Many people around me were aware of this project. Let's talk about this a little bit. What is this "Vocational Schools: A National Issue" project, and what kind of a cooperation was started with United Nations?

**A.G.:** "Vocational Schools: A National Issue" project is in its fifth year now. When this project was envisaged as a seven-year project, it started with scholarship and internship opportunities for 8,000 students from hundreds of schools in 81 cities. Priority in employment was also one pillar of this project. However, the main objective is to bring vocational schools into view, to understand the importance of acquiring a profession and to attract the attention of parents, directors, administrators, business firms and everyone who is even slightly interested in vocational education, to make vocational schools more respected.

**UNDP Turkey:** Let's underline how important vocational education is for individuals, organizations and community development. I would like to add that there is this website which is one of the UNDP's projects: <http://www.bilenlerbilmeyenlerbilgisayarogretiyor.net>. You cooperated with UNDP also about computers within the scope of "Vocational Schools: A National Issue" project. A partnership was created. What is the "For My Country" project? It may not be known about since it is quite new.

**A.G.:** It could be. "For My Country" project has a difference: we are continuously carrying out this project by changing its theme once every 2 years. So what does that mean? We conduct a needs analysis every 2 years. As Koç Community, we get together with our dealers, employees, and companies to find a solution for the needs and problems of society. That's why you may recall some memories of this project when we are talking about "Vocational Schools: A National Issue" project. However we have separate applications for the "For My Country" project. For instance, we organized a campaign on regular and safe blood donation together with the Turkish Red Crescent. To be precise, we raised awareness of blood donation for 80.000 people. What does that mean? That means training them and making donors out of them for the Turkish Red Crescent.

**UNDP Turkey** This is a raising awareness campaign not only for the employees of foundation.

**A.G.:** The main objective of "For My Country" project is to reach as many people as possible by means of our branches, and the people that they can reach out to in their immediate surroundings.

**UNDP Turkey:** You also carry out a tree-planting project with TEMA.

**A.G.:** Moreover, we keep cooperation ongoing by organizing at least one event a year, in order to support the functionality of the local network in Turkey. We continue our cooperation not only

**A.G.:** Actually, we should call it “creating forests”. Because at first we targeted 7 forests in 7 regions. We came to an agreement with TEMA to plant 700.000 seedlings. However, just planting seedlings is not enough for creating forests. We need to keep an eye on them all the time, until they become forests. We started out with 700.000 seedlings but in the end, we planted more than 1 million seedlings. Now we have created 7 forests in 7 different regions and we are very proud of this. You asked about our partnership with UNDP. I cannot go into details, but this year’s “For My Country Project” will be carried out with UNDP.

**UNDP Turkey:** After it is announced, we will know all the details about what kind of activities will be carried out within “For My Country” project.



# THE PRIVATE SECTOR AND DEVELOPMENT

PODCAST 39

12 MARCH 2012

**UNDP Turkey:** We will be talking about UNDP Istanbul International Centre for Private Sector in Development. Why was it founded in Istanbul, what are its aims and what progress has it made? We will discuss these questions and more with our contributor. Our contributor is Hansin Doğan, the Deputy Director (a.i.) of UNDP Istanbul International Centre for Private Sector in Development and also the program manager of the UNDP Private Sector Program. Before we start talking about this new centre, which just celebrated its first year anniversary last week, let's talk about what came before that. This centre has been created as a result of something else. We are referring to a story that began with the UN Global Compact and ended in Istanbul. Could you start by explaining the story of the UN Global Compact itself and how it has been reflected in Turkey?

**Hansin Doğan (H.D.):** UN Global Compact is a strategic approach that encompasses all private sector work. It has a structure that connects all of the organizations of the United Nations. Its seeds were first sown in 1999; we could say that it was Kofi Annan's personal enterprise. He made the first announcement about it himself at Davos and highlighted that the UN needs to cooperate with the private sector more. He then made the necessary arrangements and announced it formally in 2000.



**UNDP Turkey:** The groundwork and the background of this cooperation is actually the basis of this principles contract. If a firm or an organization adheres to these principles, then they will find it easier to work with the United Nations.

**H.D.:** There are certain components of the mission of the UN that need to be adhered to as well. The Millennium Development Goals of 2000 are made up of 8 goals. These principles are very close to the ones that are listed as one of the 8 Millennium Development Goals, and so they are thus linked. The purpose of this is to encourage everyone on this earth involved with development to come together and look for a solution and spring into action.

**UNDP Turkey:** For cooperation between international private sector organizations and for cooperation between states and governments we are talking about the eighth aim of the Millennium Development Goals. It's helpful to note that UN Global Compact sits right underneath this and supports this. It includes human rights, working standards and fighting against malpractice. After 1999, how was this reflected in Turkey?

**H.D.:** After the preparations were announced in Turkey, in 2002 there was a cooperative publicity campaign with the Confederation of Turkish Trade Unions and with this we managed to share the UN Global Compact with the Turkish business world. After this publicity campaign in 2002, fifty businesses committed to signing the contract. It was a fast start. With the fifty

**Contributor:**

*Hansin Doğan, Deputy Director (a.i.) of UNDP Istanbul International Centre for Private Sector in Development*

businesses commitments to sign up to the Compact, we started to work towards increasing understanding of it. Because of this, in 2005 UNDP Turkey made a decision. To make our work faster and to make them richer in content, they decided to open an office in Istanbul. This office opened in 2005 to manage our dealings with the private sector only. Since 2005, our operations have been continuing from our office in Ulus.

**UNDP Turkey:** How far has the UN Global Compact come in Turkey? How far has a firm come that has signed up to the compact now that we are in 2012?

**H.D.:** UN Global Compact is first and foremost a platform. It is a platform that brings together different firms and different sectors and also brings them together with universities, public and civil society organizations. So from this we can see that there are many national meetings being held every year, and also workshops that are being held within sectors. Especially in the automotive and pharmaceutical industries we have seen several results from these kinds of efforts. The textile industry likewise. We need to point out that some of these have now become projects of their own. The cooperation between public and private sectors, civil society organizations and other running operations have begun to fill up our portfolio. At the moment there are about thirty active projects going on. We can talk about there being thirty projects that combine with the public sector to find solutions to development issues. One of the results of this platform therefore is to oversee the implementation of these projects.

**UNDP Turkey:** Tens of businesses have signed this Compact and many companies you have counted have started to be involved in development projects with the United Nations, so much so that the role of the private sector in development work cannot be denied. In fact international organizations have begun to adapt to this reality. We talked about the private sector working with UNDP. This probably occupied you until March of 2011. UNDP Turkey then opened an international centre. What are the aims of this centre, and what is its purpose?

**H.D.:** We opened this centre in March in Eminönü. The purpose of this centre is to share the successes of the last ten years, to form a pool of experts and to break away from the UNDP private sector work in New York and form an independent centre, to be able to implement our actions with better momentum. There were certain headings that we identified and that we decided to work under. These are headings that were chosen to run alongside the UNDP's strategies for the private sector chosen in 2007. One was to do with general markets. These are a number of strategies that target the approach that companies have to their customers and help to develop and enrich these relationships. For example, the section of our public that is in poverty, that is disabled, that is at a disadvantage should be able to have to same access to products and to be able to benefit from them in the same way as others. These people should also be able to contribute to our production and gain employment.

**'Developed countries were sharing their activities with developing nations. Now Turkey is at this point.'**

**UNDP Turkey:** The International Centre in Istanbul is continuing its work under these headings and also concentrates on its main endeavour, working to build bridges between development and the private sector. I had a question at the very beginning: why was the centre founded in Istanbul? You can

perhaps guess a part of this answer. You want to host many of the international organizations that come to Turkey and be able to gain access to funds for this. These are probably some of the reasons. But the UN had certain reasons to open the centre in Istanbul. What were those reasons?

**H.D.:** There are a few reasons for founding the centre in Istanbul. I mentioned one of them already, the fact that there was such an accumulation of experience there and the need to share this experience. Before we were doing this through other channels. But now we have named this as a strategic approach. And we have in the past years done this with many other countries. Apart from this, there is of course the fact that, Istanbul is Istanbul. There is an atmosphere of being



a bridge between two cultures, it has a fast moving and developing economy and it has many activities that other countries are looking to as examples for themselves. Developed countries were sharing their activities with developing nations. Now Turkey is at this point. There are many countries that accept this. We wanted to take advantage of this environment, ensured that the centre was opened in Istanbul and are giving a good service to meet the demand.

**UNDP Turkey:** We have returned to the concept of the 'bridge'. Your work forms a kind of bridge between the private sector and development work, and it is also seen as a bridge between eastern and western cultures. You even have a bridge in your centre's logo. You can find the purpose and the goals of the centre at [iicpsd.org](http://iicpsd.org). One year has gone by. This is of course a short amount of time to get the name of your centre out. You have some projects that are just starting. You can tell us a bit about these new projects.

**H.D.:** Along with founding the centre we had a very important item on our agenda. We had a side project to do with the private sector and the Conference of Least Developed Countries. We had a lot of activities to do with this and put on some side activities. We talked about an international meeting about conditional money transfers. We put on a meeting to coordinate with donors. We are following all of the results of these. We started a nice project with Rotary. At the first phase we started to put together the implementation of these principles. All of the Rotary Clubs in Turkey signed up to the UN Global Compact. They committed to being loyal to all of the ten principles, as well as offering to promote knowledge about this through their own communication arms. And we also started an educational program. About 30 experienced people were chosen from Rotary to give seminars about our work on a voluntary basis, and these people have committed to carry these on in their cities, we started this kind of system.

**UNDP Turkey:** This is an important project you have told us about, in the term before us you will set up a project entitled the Entrepreneurship Academy to give technical support and spread education.

# WHAT ARE INCLUSIVE MARKETS?

**UNDP Turkey:** In this episode, we will talk about the concept of inclusive markets, which encompasses a description of a body of six countries, including Turkey, of Southeast Europe and Commonwealth of Independent States region. The body covers other regions as well. We will ask our contributor what this means and what inclusive markets are. We welcome Mr. Gökhan Dikmener, United Nations Development Program Inclusive Markets Region Coordinator. Let me start with the first question. What are inclusive markets?

**Gökhan Dikmener (G.D.):** I would like to start with a definition of inclusive markets. We can then proceed with extending that definition. Inclusive markets bring together disadvantaged groups as customers on the demand side, and hardworking entrepreneurs from different levels of the value chain on the supply side. So it is a two-way body. To give a simpler definition, we can say that inclusive markets produce with the poor, for the poor.



**Contributor:**

*Gökhan Dikmener, UNDP Inclusive Markets Region Coordinator*

**UNDP Turkey:** By disadvantaged, we mean the poorer segment of society in this case.

**G.D.:** The disadvantaged group is comprised firstly of poor people.

**UNDP Turkey:** And then young people, women and even disabled people.

**G.D.:** Yes, it is important to include disabled people as well. The disadvantaged group is comprised of people who do not have access to goods and services, and those to whom these are not made available.

**UNDP Turkey:** So this is a business model aiming to make these people productive and to raise their living standards and purchasing power to turn them into buyers and customers from a demand outlook. We are talking about a program based on supporting this initiative. So which regions does this initiative focus on? Turkey is included in the region I just cited, but which regions does it cover especially?

**G.D.:** This is a global UNDP initiative. UNDP has three global private sector initiatives. The first one is the Inclusive Markets programme, which is the one we just mentioned. The second one is Growing Inclusive Markets programme, which is our research and advocacy movement. We are aiming to show that it is lucrative to develop business with the poor and to produce services oriented towards them by giving examples of companies that have succeeded in this way, so that more companies and entrepreneurs become active in this area. Additionally, we have a programme called 'business call to action', especially targeting multinational companies. We advertise, follow and report the results in this field and share them with a wider audience.

**UNDP Turkey:** So we are talking about a business model still being developed and brought to maturity, right? In the meantime, it is also very important to share the success stories in this field. Since we made a definition, now can you give one or two examples about how this initiative will be put into practice? What sort of a business model should be developed to establish an inclusive market?

**G.D.:** First of all when we say inclusive markets or inclusive business models, we don't have any restrictions regarding goods, sectors or services. We are trying to facilitate the disadvantaged groups' access to goods and services. At the same time, we are trying to help make the goods they produce available in the market. In this way, we decrease the cost and increase the quality of the goods and services they use, so that their lives get better. In addition, by ensuring that the goods they consume reach the market in a better way, we make sure that they gain more and that this reflects positively to their lives. Now, I will give examples of both these groups.

**'4 billion people, who neglected in all economic activities, live at the bottom of the social pyramid.'**

At the basis of this concept lies a business model we call the bottom of the pyramid. The author of this model is strategy professor Prahalad. His work in this field started with an article he co-wrote with Stuart L. in 1994.

**UNDP Turkey:** What does 'bottom of the pyramid' mean?

**G.D.:** To explain what it means, we can say that the bottom of the pyramid stands for the most crowded group of people with an income of less than 2 dollars a day. There are different ways of grouping them but, according to the most far-extending grouping, 4 billion people live at the bottom of the pyramid. Most of the economic activities we observe now target the 2 billion people at the top of the pyramid. The remaining 4 billion people are neglected and ignored in all these economic activities. And the goods they produce can't reach the market in appropriate conditions. Therefore, there are two different worlds in the economic sense. One of them is completely neglected, while goods and services are developed for the other. But we are working to ensure that the bottom group has access to these services as well. This started off as a realization that the poor, firstly regarded as consumers, should have access to the goods and services produced by what we call multinational companies. Then after a few criticisms, the concept was redesigned and became an objective to ensure that the goods they produce reach the market, from which stemmed business models oriented towards the bottom of the pyramid. So this initiative is one of them.

**UNDP Turkey:** We have talked about business models in an abstract manner. Is it possible for you to give some concrete examples?

**G.D.:** One of the most well known examples in this field is the emergence of the concept of mobile money as a result of widespread use of cell phones. As many of you know, in most regions of Africa settlement is dispersed to a great extent. Therefore, it is not possible for a financial establishment to operate there. You need to walk quite a few kilometers to make a very small money transfer. When someone in your family sends you money, you will maybe walk for 20 km to get it and on your way back this money will constitute a very serious safety risk. And when you finally come back safely, you will have no place to spend or to securely store this money. What has widespread use of cell phones brought? It facilitated easy money transfer between individuals. It works just like the way we transfer credit between cell phones in Turkey. In this way, people living in any village in Africa can receive money without having to go anywhere and meet their needs at a nearby supermarket or convenience store.

**UNDP Turkey:** So we are talking about solutions that touch people's lives in a practical manner. At the same time, it is possible to say that the private sector's role in development has become indispensable from a philosophical point of view. The experts you mentioned have developed this model and now others are building on it. If the private sector is indispensable and is a fact of our world today, how can we integrate it into development? Here are models developed by experts who have pondered upon this question. In the case of Turkey, United Nations Development Program has a partner: Turkish International Cooperation and Development Agency (TIKA). It will be useful to consider this partnership a little bit.

**G.D.:** This regional project we touched upon started in 2009. The region we are talking about here is southeast Europe and the countries of CIS. We started a project in this region to extend the implementation of the business models we mentioned, to increase their popularity and to implement new models. The project had two outputs. The first is sharing these types of business models from the region. This falls under the scope of Growing Inclusive Markets that we talked about. We collected 20 cases from this region, being southeast Europe and the countries of CIS, and shared some exemplary ones. One of them is from our country: Hey Tekstil. You can find the case study of Hey Tekstil on our website.

**UNDP Turkey:** Let me give the address of your website. It is [iicpsd.org](http://iicpsd.org) or [www.growinginclusivemarkets.org](http://www.growinginclusivemarkets.org). You can reach the business models we covered here, including Hey Tekstil's from Turkey, from these websites. You didn't stop there and wrote a publication on social entrepreneurship, which will be published shortly under Bilgi University. This publication also includes some examples of social entrepreneurship about Growing Inclusive Markets from Turkey, right?

**G.D.:** We approached social entrepreneurship as a subset of inclusive markets. As you know social entrepreneurs, too, work to facilitate the disadvantaged groups' access to goods and services. We selected 5 social entrepreneurs who fit this description because their activities in Turkey are quite popular and since the concept of social entrepreneurship is new to Turkey, we want it to be understood correctly, and we thought these 5 social entrepreneurs would be good examples as sources of inspiration to beginners. Each one of them is large, well known organizations. Also, we developed a methodology as a part of this process. Collecting and analyzing case samples is normally a very long process that requires hard work.

**UNDP Turkey:** How do you write a success story? Yes, the story is about succeeding but how can that success repeat itself, how can it become a story? I guess that is what you are telling.

**G.D.:** Yes, exactly. If you think of this as a recipe, at certain points, intervention becomes critical. We need to identify those points. When you listen to a story, you can identify some of them but not always. The important aspect of this case analysis is to gather the lessons to be learned in the most appropriate way and this should be accomplished through a methodology.

**UNDP Turkey:** Underlining the essential, analyzing the data accordingly and writing success stories depending on the data analysis constitute one of the objectives of our initiative. We tried to paint a picture of social entrepreneurship in the best possible way and to answer the question of 'what are Growing Inclusive Markets?'





# ECOTOURISM IN EASTERN ANATOLIA

PODCAST 41

26 MARCH 2012

**UNDP Turkey:** In this episode, we will be asking whether ecotourism is possible in eastern Anatolia and hear the answer from our contributors. We will hear a success story of ecotourism in Çoruh Valley, Erzurum. Our contributors are Prof. Erol Çakmak from the Department of Economics at Atatürk University, and also a consultant for the Development of Tourism in Eastern Anatolia Project (DTEAP) and Project Field Manager, Egemen Çakır. I want to start from the end of this project. The project of course has a back story, a story that goes back perhaps 10 years, but what point are we at now with the project In Eastern Anatolia, in your projects' region in Çoruh Valley in Erzurum, has ecotourism developed?

**Egemen Çakır (Eg.Ç.):** We have created opportunities for ecotourism in Çoruh Valley. At the moment in an area that had no accommodation facilities, we take in at least 1,000 people for a night during the year. And our guests return with an almost 100% satisfaction rate.

**UNDP Turkey:** They are mostly guesthouses, aren't they?

**Eg.Ç.:** Exactly, in people's guesthouses. So for example 2 rooms, 3 rooms, 5 rooms, whatever they have available, people open their homes for guests, and we think this is very important for local development. Alongside this, we also have nearly 30,000 daily visitors that come to see the Tortum Waterfall and the Tortum Lake. Because of these daily visitors we also put on education sessions for local business owners and we made efforts to help develop opportunities for local businesses.

**UNDP Turkey:** The natural beauty and the cultural values are the things that attract visitors, don't they? You mentioned the waterfall in the Tortum Valley, but the area also has cultural values that have been put on our maps now.

**Eg.Ç.:** Yes, we have in our inventory the Öşvank Monastery and its historical artifacts, and also the Haho Church, we have historical mosques and we have side projects that restore these historic places. These projects are ongoing. In our brochures, our inventory and in the latest phase, at fairs, we are finding ways to promote ourselves internationally and are using these opportunities to our advantage.

**NDP Turkey:** In that case, we talk about ecotourism being active in this area of Çoruh Valley. I would like to ask you now, Mr. Erol Çakmak. Let's talk about the story behind this project. How did it come about? You produced a map, which shows your resources and what you need still. Could you talk about that for us?

**Erol Çakmak (Er.Ç.):** These are all part of the Development of Tourism in Eastern Anatolia project. Also known as DTEAP, it is a human development project that has come about from the cooperation of UNDP and the Ministry of Culture and Tourism, with the support of Efes Pilsen. Within this project, first and foremost is the development of alternative tourism, readying Çoruh Valley for the arrival of ecotourism and raising the living standards and quality of life of the local residents. To reach this aim we had three main goals and applied ourselves to achieving these.



**Contributor:**

*Prof. Erol Çakmak, Atatürk University Department of Economics, Advisor for Tourism Development of Tourism in Eastern Anatolia Project (DTEAP)*

*Egemen Çakır, Project Field Manager*

The first of these aims was to assess the resources we had for tourism and produce an inventory of these. The second was to then use this inventory to develop tourism products. I will put it like this, because tourism is a service industry, and the service industry has a broad scale. For these tourism products to develop, we have to develop the capacity of the area, the workforce, the knowledge and skills of these people. So we have to develop the human capital there.

**UNDP Turkey:** So now can see why an economist has been chosen as the consultant on this tourism project. Actually, the point of view is that tourism can be used as a way to support development.

**Er.Ç.:** Yes, definitely. This is a project aimed at local development. For this project to be a success we had to promote the region as well. For this, we used the inventory that we had collected and produced promotional material, and then used this to promote the region to the target markets and target audience. Of course this was not enough. For this project to succeed we needed to develop the local capacity and sense of appropriation of the local populace, and then to ready the local actors of the project in time. In this frame of the main strategy of this project we especially with the local Uzundere Municipality –

**UNDP Turkey:** By the time this project ends, it's very important for you to make sure that the resources and the local population is mobilized and they have a sense of ownership over the project. Mr. Egemen, I would like to return to you at this point. Of course this project can be seen as an extension of the Eastern Anatolia Development Program (EADP). This program also had three components: rural development, tourism and another component, and so to have such a result that comes under this tourism component we can say that this program has also been in the background of your project. We heard from the professor about the determining of resources, the drawing of a map, the analysis of resources and needs, what happened next? We are talking specifically about the district of Uzundere when we talk about Çoruh Valley. What kind of mobilization has there been in Uzundere district? Could you tell us about the training, about that period of time?

**Eg.Ç.:** The latest phase of education has been about gastronomy and local foods, and how the value of these can be increased.

**UNDP Turkey:** For visitors to be able to try local delicacies there must be some kind of training needed?

**Eg.Ç.:** Yes. Eastern Anatolia has a Mediterranean climate and it is also a historical transit path, so they have a lot of different produce available. We have also been educating people on how to run a guesthouse, how to keep it clean and the importance of hygiene in restaurants. We have educated people on the importance of bird watching and raised awareness of this. We have educated people on ceramic works. There was no traditional souvenir of the area. We undertook activities to find out local motifs and using local products –

**UNDP Turkey:** As motifs, if anyone listening has been to the area they will know, that the area has its native birds of prey doesn't it? What is the most important one of these?

**Eg.Ç.:** The golden eagle.

**UNDP Turkey:** We notice the motifs including the golden eagle, and places such as the Öşvank Monastery and Georgian churches, on souvenirs and ceramics. This is why education on ceramic production has been included in this project. Let's talk about your collaborators apart from the UN Development Program, the Ministry of Culture and Tourism is of course involved, Efes



Pilsen is involved and as the project field manager you are working with local cooperatives and associations such as Uzundere District. Let's talk about other projects that you have going on particular to this region.

**Eg.Ç.:** In Uzundere, we have the Uzkader association and the Uzundere Association for the Support of Women's Work. There is also a new cooperative that has just been founded called Uzetik, it supports a model for development which combines the municipalities work and civil society organizations efforts, and also efforts to support sustainability are continuing.

**UNDP Turkey:** You mentioned sustainability; I would like to ask you Prof. Erol about this.

**Er.Ç.:** Above all else, we had aimed to develop the local capacity and with the activities of this project encourage locals to mobilize in the area. For us, we began with civil society organizations found in Uzundere Municipality such as the Uzundere Association for the Support of Women's Work, Uzundere Nature Sports Club Association and Uzundere Uzetik Cooperative, another important actor in development is Uzundere Prefecture, and we created further capacity in the civil society and private sectors. These organizations were able to secure financing projects with our help. Northeastern Anatolia Development Agency has presented different projects and program to the value of nearly 2 million TL, and these have been accepted. Some of them have already begun, and some of them are going to begin soon.

**UNDP Türkiye:** So as this project of the DTEAP comes to an end, the funds given by the Development Agency will ensure that other projects continue. When you visit the region now, you can participate in trekking, rafting and bird watching. You mentioned a lot of different elements in the beginning as well: reducing poverty, to eliminate differences between regions, and we have been talking about this project that does this by utilizing tourism. The DTEAP project, [atur.com](http://atur.com), [coruhvadiasi.com](http://coruhvadiasi.com) you can find more info here. Erzurum may be far away, you may not have heard of Uzundere District, but everyone knows about this project when you mention Çoruh Valley.

# THE FLYING BROOM AND THE UN

PODCAST 42

2 APRIL 2012

**UNDP Turkey:** In this episode, we will talk about the activities being carried out by United Nations Volunteers (UNV) and the Flying Broom Women Communication and Research Association. The Flying Broom Women's Communication and Research Association carries out a lot of projects in a wide range of areas including women's image in the media. We have two different contributors from this association: Selen Doğan, the Flying Broom's Editor and Coordinator of Local Volunteer Women Reporters Network and Ceren Kocaman, the Flying Broom's Coordinator of Volunteers. : First of all, before talking about what you have planned with United Nations Volunteers (UNV) let's talk about you, if you like. We might have heard about the Flying Broom Association, but how many of us are aware of what you are doing, this is open to discussion. If you wish, you can tell us about the association starting with its upcoming events. It is April now, and the Flying Broom is organizing a notable festival in May. Could you please give us some information about this festival?



## Contributors:

*Selen Doğan, The Flying Broom's Editor / Coordinator of Local Volunteer Women Reporters Network*

*Ceren Kocaman, The Flying Broom's Coordinator of Volunteers*

**Ceren Kocaman (C.K.):** The Flying Broom has been organizing International Women's Film Festivals for the last 15 years. This year, the Flying Broom International Women's Film Festival will celebrate its 15th anniversary. This is very important for us. Carrying this film festival on in Ankara, where cultural and art activities are very limited, plus it being a women's film festival, make this a very important thing for us.

**UNDP Turkey:** So, it has been organized for 15 years running.

**C.K.:** Yes, for 15 years in a row. So, what do we do in this festival? We hold film screenings of full-length films, short films, documentaries and animated films shot by female directors. As a matter of principle, we don't hold any competition among women, but there is this Fipresci Prize awarded by international film critics. This is the only women's film festival in the world where the Fipresci prize is awarded.

**UNDP Turkey:** It sounds great; let me underline this once again. The Fipresci Prize is awarded at this women's film festival organized by you. The festival will take place in May, in Ankara. By the way, when we say women's films, we are not only talking about women-themed films, but that the films shot by women directors.

**C.K.:** Yes, the interesting thing in the festival is to see everyday life through the eyes of women. Here, the main objective is to make women's work visible in the cinema industry.

**UNDP Turkey:** At this very moment, you do not have a finalised programme but we do know that some important films will be screened at this festival. For those who are interested in this festival, your website is [ucansupurge.org](http://ucansupurge.org), isn't it?

**C.K.:** Yes.

**UNDP Turkey:** They can obtain information about the festival from that website. Now, let's talk about volunteerism. What is the role of volunteers in the Flying Broom Women Communication and Research Association?

**Selen Doğan (S.D.):** This is a very important role because we, as a women's communication and research association, have limited time and resources. Our staff is also made up of a limited number of people. Therefore it is impossible for our staff to get through it all. At this point, volunteers step in and they take the load off our shoulders. We do not only refer to their contribution to daily functioning and some physical activities. We also get volunteer support from academicians. They offer consultancy services for us. We have a consultative committee during the festival and they enrich us with their precious views and ideas. They open up our horizons with their ideas. There are also high school students, university students and female and male grown-ups. They support us voluntarily, too. All these people are very important because they have a complementary role with their contributions. Because when you are working in a certain field, you cannot do everything in that field. There may be inconveniences; your time, energy and pace

**'To join to Local Women Reporters, it is enough to be literate and see things through a woman's perspective.'**

can be insufficient. At this point, volunteers are very important. Furthermore, they bring in new vision. Because when you are working on the same project all the time, you do not recognize your faults or you start drawing circles around the same topic. Getting an outside opinion is quite valuable.

**UNDP Turkey:** It is a great contribution. Now, let me get back to Ceren Kocaman, the Flying Broom's Coordinator of Volunteers. As we all know, the most important fields of activity, or the most challenging areas for associations are finding a source of financing and secondly, human resources. Namely, forming volunteer teams... Because professional staff run the business with a very limited budget. So, is it hard to coordinate the volunteers? What kind of work is this?

**C.K.:** It is quite hard to coordinate volunteers. As Selen mentioned before, we have very limited resources in the office, our staff are made up of a limited number of people and there is always a lot to do. Thus, volunteers play a key role for us. Coordinating them is hard because everybody in the office wants to devote their time to each and every one of them and to express their gratitude. To make it possible, we should get organized and proceed with a good plan. That was how we got to know UNV. They began supporting us and we created our first connection in this way. We started out with the thought of how to ensure better volunteer coordination. We shared our ideas. Then we discussed how to conduct this business more professionally. Thus, this is a difficult field but the result is satisfying. I know it too since I am a volunteer as well. Selen may explain it better.

**S.D.:** Yes, I have such a background in the association, too. Both of us were volunteers and then we started to work in the permanent staff. Of course, everyone has different capabilities, needs and expectations. There may be hundreds of people around you and you have to arrive at a consensus with them all. This is quite difficult.

**UNDP Turkey:** The Flying Broom is a women's association. Are women more likely to volunteer than men?

**S.D.:** There are men as well. But yes, there are more women.

**UNDP Turkey:** What are their motivations? You can also give your own examples from your life.

**C.K.:** Mostly, they are interested in women's rights. They may have disturbing problems in their lives and they hear about us. Both for festivals and other projects, they come to us and tell us about their willingness to make a contribution. This is priceless because it diversifies our work.

**S.D.:** Well, there is a song: "We have to do something." That is our motivation, we should do something.

**UNDP Turkey:** For instance, I would like to join your association. How can I apply? All the relevant information is on your website, right?

**C.K.:** Yes, there is. Apart from that, we send you a volunteerism form when you apply. We have a network where we inform volunteers regularly. We are trying to maintain it and when we need their help, we want them to get back to us. So, there is a system of mutual benefit.

**UNDP Turkey:** A reciprocation... Once again, your website is [ucansupurge.org](http://ucansupurge.org). United Nations Volunteers (UNV) mobilized many volunteers for gender-oriented projects in 8 UN institutions in 26 different countries. We should highlight that this United Nations institution is quite new and it would like to work with you because they have a lot of common goals. Though you have been working on some projects, you haven't issued any together. I suppose that we will see more concrete steps taken by these two institutions in the following years. We have two more minutes. Let's talk about Local Women Reporters Network. You are also carrying about some projects on improving women's visibility and the image of women in the media. Ms. Selen, I know that you work on this subject. You are a communicator, journalist and editor in the association. What kind of an analysis do you do?

**S.D.:** Yes, I have been a witness, an employee and editor of Local Women Reporters Network since 2003. I have been through the whole process. This was one of the best organizational activities within The Flying Broom. This network still continues. We call for women on our website. We inform them about the fact that they can also make their own news. Because we know that we, as women, are not equally represented in the mainstream media. There are a lot of violations, violence and discrimination cases. Therefore, this network exists as women's media. Everything can be a part of news, everything about women's lives. We receive applications from everywhere in Turkey and we have over 500 voluntary women reporters.

**UNDP Turkey:** Great! They don't have to be professional journalists.

**S.D.:** None of them has to be so. We don't have any criterion for this work. They don't have to be students or sector employees. They should be literate and should see things through a woman's perspective. Among our reporters, there are retired bank employees, high school students and activists. A various profile. They become active slowly. Unfortunately, not all of them can produce news easily but they do so gradually. We are preparing some online courses to mobilize them. So we will equalize the information available for everyone, strengthen this network by keeping in touch with all of our reporters.

**UNDP Turkey:** Then, let us call for everyone who is interested in journalism and women's problems, and who feels uncomfortable with women's problems and would like to talk about them. They have an opportunity: Local Women Reporters Network. They can apply on the website, [ucansupurge.org](http://ucansupurge.org).



## HOW TO REDUCE ENERGY CONSUMPTION IN BUILDINGS?

**UNDP Turkey:** In this episode, we will talk about a project aiming to reduce the energy consumption together with greenhouse gas emissions of buildings in Turkey. My guest is Tolga Yakar, the coordinator of the mentioned project. This is a project named 'increasing the energy efficiency in buildings in Turkey'. Firstly, we can start by talking about the situation in Turkey, if you wish. What is the situation in Turkey, that it requires this kind of a project, let us begin with this.

**Tolga Yakar (T.Y.):** In Turkey, the building sector is the second biggest sector after industry in terms of energy usage. Statistics show that 36% of the energy used is consumed by the building sector in Turkey. We can infer from some indicators that there is a great potential for savings regarding energy usage in buildings in Turkey. This potential varies between 30-50%, proven by various analyses. And gaining back this great potential is going to be our primary aim in the field of energy efficiency.



**Contributor:**

*Tolga Yakar, Project Manager of Promoting Energy Efficiency in Buildings in Turkey*

**UNDP Turkey:** There is a considerable potential, saving potential. By buildings, what exactly do you mean? Do we mean all the buildings besides industrial ones? If not, do we mean only our residences?

**T.Y.:** Sure, the building sector does not consist only of residences. Apart from this; malls, hospitals or service buildings, offices and similar buildings can be counted in the building sector and the energy consumption data I have just given above.

**UNDP Turkey:** What is the case in Turkey? Is Turkey bad at energy saving? What is the saving potential in Turkey?

**T.Y.:** Actually concerning the energy efficiency, activities devoted to 'gaining back the saving potential' have been going on for many years. However, all these activities were limited to the industrial sector. In the building sector, the only implementation was about having power saving home appliances such as A+, A++ rated washing machines; lamps and so forth. Therefore, this is what we can say; there have not been any activities until now intending to achieve energy saving on the issues of heat exhaustion, cooling needs and air conditioning.

**UNDP Turkey:** This is not only electricity, isn't it? We are referring to savings from fuel, to gas, coal and every single energy resource for heating. But buildings' own potential for energy saving is what you focus on here, in this project. So, do we mean all the processes from the first phase of design to the last one, when it is open to usage, instead of talking about having A++ rated washing machines and dishwashers?

**T.Y.:** Yes, actually we are talking about both phases, design of buildings as well as the efficient ways of energy consumption during the use of these buildings. Approximately 85% of the energy used in the buildings is used for the purpose of heating, cooling and other conditioning activities. The energy used by home appliances is negligible. Therefore; heating, cooling, conditioning and lightening constitute the building's main energy consumption. We are saying that there is a chance of having a 30-50% energy saving rate within this main energy consumption rate and we target this section with our project. If we calculate the whole energy consumption starting from the phase of design, to the production and supply of construction materials, constructing

the building and finally to the last phase, demolition of the building, we can say that 80% of the consumption is done during the use of a building, which is about 100 years. 80-85% of this 80% portion is devoted to heating and cooling. In other words, our target is this 85% within 80%.

**UNDP Turkey:** What is this remaining 15-20% for?

**T.Y.:** For the construction and demolishment of buildings and the production of tools and materials to be used during the demolishment process.

**UNDP Turkey:** So they are all taken into account, but 80% is related to our usage in this case. What can we do then? We are talking about the design but I have had a look at the statistics and they show that urbanization in 1990 was 52%, as it is 74-75% in 2008. Turkey already has a stock of buildings. Is there any activity for houses or buildings already in place? If not, will you be doing this only for new residences? Can you tell about this in the frame of your project?

**' 36% of the energy used is consumed by the building sector in Turkey. '**

**T.Y.:** Sure. You touched upon a significant point. Indeed, by saying 'energy saving in buildings', we address two different groups. The first one is new buildings. The other is for pre-existing buildings. The things that we can do for new buildings are much easier. By intervening in the buildings' construction and design process, we may design energy-efficient buildings by using some new techniques called 'integrated building construction' and this is what we are trying to universalize. So, the energy need of the buildings, for heating and cooling in particular, is minimized from the beginning.

**UNDP Turkey:** Is this what you call 'integrated construction design'?

**T.Y.:** We can describe this method of design like so during the designing of a building, the traditional approach was to firstly let the architect design the building, and then allow the statistician, the mechanics and the electricians to do their work. But in the integrated approach, all these actors and disciplines work at the same time. Moreover, the employees and residents who are going to live there should be taken into account and using the energy efficiently should be the first aim from the beginning.

**UNDP Turkey:** Seventeen million US Dollars... That's the budget for the project. The ministry of Energy and Natural Resources, the Ministry of Environment and Urbanization, the Ministry of National Education, GEF, and UNDP with its implementation support. You are already representing UNDP in this project. We have understood what the project is and what logic behind it. Let us talk about the aims of this project. What are your aims? What is the final outcome?

**T.Y.:** We are aiming for three things with this project. At the end of the project, we would like to reach a main goal: the first one is to empower the legislation concerning the energy efficiency in buildings. We would also like to encourage the ministry of Environment and Urbanization, the Ministry of Energy and its officials to take part in energy saving more actively.

**UNDP Turkey:** So the first one is 'legislation'.

**T.Y.:** Yes. Apart from this, we would like to set an example with this new approach, this integrated building design for new buildings and we would like to show that by adopting this approach we can spend the same amount of money during the design phase. Currently, three buildings are going to be designed using our method. The first two buildings belong to the Ministry of National Education, one school and one office next to it.

**UNDP Turkey:** And these are located in Ankara, are not they? They are Model buildings... So, you





are constructing model buildings with the highest energy saving rate in Ankara.

**T.Y.:** Sure, we aim to construct not only energy efficient, but also cost efficient buildings in comparison to the other Ministry of National Education's buildings.

**UNDP Turkey:** Do you mean the construction costs?

**T.Y.:** Yes, construction costs.

**UNDP Turkey:** And it is not yet certain where you will construct the third one. Let us have a look at the next goals.

**T.Y.:** Next, our third aim is to promote and spread the integrated building design approach. There is a system called the energy identity document in Turkey. This system, as in the case of home appliances, aims to rate buildings according to their energy consumption rate. Beginning from 2017, this new identity document is expected to be adopted by all pre-existing buildings as well.

**UNDP Turkey:** Are we able to see how much our new building consumes energy?

**T.Y.:** For every single building constructed after 2011 that first obtained the building license and then the occupancy permit, there should be an energy identity document. Today there are 8,000 buildings registered to this energy identity system and 90% of them are new buildings. These buildings were given an energy identity document, in other words, an energy label. So, when you would like to purchase real estate, or rent a flat or an office, you will be able to see the energy performance of these buildings, and this information will be provided to you.

**UNDP Turkey:** This is a quite good aim, the third one. Let us finish by mentioning your last aim.

**T.Y.:** The energy efficiency is, indeed, the first phase of this work. The aim is not only to make buildings energy efficient. Afterwards, having sustainable cities will be depending on having sustainable buildings. And our last aim is to prepare the project for the last phase, examine the results of the former phases and bring these results to the new phases.

**UNDP Turkey:** So let me summarize. You target legislation of the building industry, you are going to construct three buildings, the model buildings, and you aim to spread the integrated building design approach and its applications. Finally, you want to share the experiences that you will have during this process, at the end of the project, which is expected to last four years.

# DEVELOPMENT IN NORTH EAST ANATOLIA

**UNDP Turkey:** In this episode, we will talk about a development project carried out in three cities of Turkey, which are in 43rd, 67th and 74th position on the socio-economic development index, out of 81 cities. This project is carried out in Kars and Ardahan in East Anatolia and



**Contributor:**

*Arif Mert Öztürk, Ardahan-Kars-Artvin Development Project (AKADP) Administrator*

in Artvin in the Black Sea. Our contributor is Arif Mert Öztürk, director of the Ardahan-Kars-Artvin Development Project. As I mentioned, these cities came 43rd, 67th and 74th out of 81. These figures are from 2004-2005 but this is still enough to highlight the problem. Let's talk about the region. Artvin may be slightly different from the other two as it is located in the Black Sea, but there are also many similarities. Can we talk about the existing state of these three cities? What is the situation in these cities?

**Arif Mert Öztürk (A.Ö.):** As you said, these three cities are in the category of the least developed cities. Apart from this, the geography of the region is not suitable, it is at high altitude and the winters are long and harsh. Naturally, this restricts farming seasons. We are talking about a region in which the density of the rural population is high, while sources of income and development are limited.

**UNDP Turkey:** Because of inconvenient geographic conditions for farming, they may be more inclined towards animal husbandry. From a socio-economic point of view, this is where the unemployment rate is high, is not it?

**A.Ö.:** Generally, more than half of the population of Ardahan and Kars live in rural zones. And there, although they are considered farm labourers, they do not have a regular income.

**UNDP Turkey:** The data shows that both total unemployment and female unemployment rates are one of the highest in the zone. The rural population density is also high. Let's get back to the previous point: this region is where there is a high level of animal husbandry and low population density at the same time, is this true?

**A.Ö.:** Yes it is, and animal husbandry is the main source of income as you mentioned. Ardahan is one of the smallest cities in Turkey, with a population of 107,000. Yet, there are 256,000 cattle in the region. For a comparison, only 14/1000 of the whole population of Turkey lives in Ardahan, while the rate is 2% for livestock.

**UNDP Turkey:** 2% of the cattle stock and a very low percentage of the total population...

**A.Ö.:** And this shows how intensive the animal husbandry is in the region.

**UNDP Turkey:** Again, according to the data that we have found on your website, Ardahan and Kars are in the fifth category of the least developed cities, while Artvin is in the third category. So this gives us a general idea about what we are dealing with here. Let us talk about the project itself. The 'Ardahan-Kars-Artvin Development Project' is relatively new. When did it start?

**A.Ö.:** The project began right after the plan was signed off on by The Ministry of Food, Agriculture and Livestock in January of 2011. However, in practice, we started after the officers in the Kars office were able to start working, and this was after the summer of 2011.

**UNDP Turkey:** So actually the project dates back just a few months. Therefore, talking about the goals of the project rather than its past might be more appropriate. Of course, you are working with some partners. And The Ministry of Food, Agriculture and Livestock is the essential one. UNDP is providing implementation support to this project. Let us talk about the goals of this project. What do you aim to change in this region?

**A.Ö.:** Mostly, it is aimed to create a sustainable source of income and models for farmers. In terms of animal husbandry, as a main source of income for this region, it is aimed at providing more modern and efficient techniques of animal husbandry for obtaining sufficient levels of milk and meat for sale. On the other hand, it is also aiming to invest in rural infrastructure. This could mean better water supplies, sewage and water treatment investments.

**UNDP Turkey:** Let me note that you focus on two specific subjects. Animal husbandry should be modernized and a lucrative model should be created, this is your first goal. The second is to consolidate the rural infrastructure, from drinking water to waste water. Let's discuss in more detail the animal husbandry projects. What kind of models do you propose for a society where animal husbandry is the essential source of income?

**'It is aimed to create a sustainable source of income and models for farmers in North East Anatolia.'**

**A.Ö.:** Now, a livestock market is about to be set up in Ardahan and this is one of the most important projects of us in 2012. The first thing that comes to our mind about livestock markets is the old traditional markets where we make negotiations; but, we can consider this a buying and selling centre, kind of an auction centre. We

want to make it easy for farmers to bring their livestock to market, to build a centre with social facilities, and have enough open space for everyone to move comfortably, and this will also help to manage the market efficiently. This will lead to better prices and sales for farmers.

**UNDP Turkey:** This is to make the free market more efficient and create a suitable environment to make it run more efficiently, and also to make sure it abides by some rules and international standards, is not it?

**A.Ö.:** We touched upon the economic aspect. There are also hygiene and health aspects which are very important. Currently, the livestock market is located in the center of the city and this is dangerous to our health. With the new livestock market, it is aimed at removing these risk factors.

**UNDP Turkey:** When is it going to be finished? And how will it run itself? Who will be taking care of this business?

**A.Ö.:** Ardahan Municipality is the most important partner in this project. The municipality is supporting this. Since the provincial agriculture directorate has a hand in this project, there is not going to be any problem with managing this project. We plan to finish at the end of 2012, if everything goes well.

**UNDP Turkey:** At the end this year, at least one part of this project will be finished. You have already said that you aim to provide new methods, some other techniques concerning animal husbandry to the region. Let us focus on infrastructure a bit. This is a region where the rural population is dense. The density of animals is also high. What kind of works will we have for rural infrastructure?

**A.Ö.:** For 2012, we determined 40 villages for the application.

**UNDP Turkey:** From the three cities?

**A.Ö.:** Yes, 40 villages from the 3 cities. Now we are analyzing the needs of the villages. After we take the other projects of the Special Provincial Directorate and other institutions into account, inadequacies will be found out and the feasibility study will start if it is affordable to do so. But firstly, the need analysis will be carried out.

**UNDP Turkey:** Later on, there will be a chance to provide many things through tenders such as drinking water and sewage systems to these 40 selected villages. These will be finished before the project ends. Let me underline this: for UNDP, the project is based on the reduction of poverty. Since poverty is high in the region, UNDP's intervention aims to reduce poverty. And the main executor here is the Ministry of Food, Agriculture and Livestock. UNDP will provide the implementation support. What about your budget?

**A.Ö.:** Our budget is approximately 22 million American Dollars. 26 million American Dollars altogether including beneficiaries' contributions. 22 million dollars is provided by IFAD. And the other part is from the beneficiaries.

**UNDP Turkey:** It is provided by International Fund for Agricultural Development (IFAD) a specialized agency of the United Nations. Then it is transferred to the project by the Ministry of Food, Agriculture and Livestock. Your target is 2015 in terms of the goals. When 2015 comes, what will be different in these three cities? Let us finish with this.

**A.Ö.:** With rural infrastructure, we aim to prevent the diseases caused by sewage and infrastructure problems. Economically, we aim to enrich the sources of income for the rural population living in the region. Therefore, we wish to enlarge the size of businesses dealing in livestock, for instance, from 5-10 cattle to a herd of 20-30 for example, and make them more productive.

**UNDP Turkey:** By aiming to reduce poverty, there will be a focus on disadvantaged groups such as women and youth. Will you have some other activities devoted to them during this period?

**A.Ö.:** Of course. We mostly talked about animal husbandry. Women play a key role here. Generally, animal care, animal milking, collecting the milk and so on are carried out by women. Because of this, we will have special courses for women. We will do this by having them attend our theoretical and practical education sessions which will take place in our producer education center.

**UNDP Turkey:** We are talking about a multi-dimensional project with a considerable budget. We can say that many things will change by 2015 in these three cities. People who go there for the first time may not realize these changes, but many things will change for residents of these cities.



# REDUCING POVERTY IN SOUTH EAST ANATOLIA

PODCAST 45

23 APRIL 2012

**UNDP Turkey:** According to TurkStat data, when average income in Turkey is used as a base, more than 30% of the poor live in the Southeastern Anatolia Region. This figure had surpassed 33% in 2007. In this episode, we will talk about a project that contributes to progress. This is a development project, which is carried out in Diyarbakır, Batman and Siirt provinces. Our contributor is Burak Eldem, Administrator of Diyarbakır-Batman-Siirt Development Project. This project in question is coming to an end. You launched it in 2008 and you are aiming at finishing it at the end of 2012, aren't you?

**Burak Erdem(B.E.):** Exactly.

**UNDP Turkey:** This Diyarbakır-Batman-Siirt Development Project, which has started to yield results, is among a wide array of projects that contribute to reducing poverty. Let's talk a bit about the region, the general structure of the region and the circumstances requiring implementation of such rural development projects. We all know these but we would like to see them from your point of view.

**B.E.:** Of course, with pleasure. As is known to all, the region has some income and living conditions. However, these ways of deriving income cannot be used efficiently. Therefore, this project is carried out to use factors of production more efficiently and to help farmers produce higher income. Our most important objective is to make farmers live on welfare by increasing their levels of income and socio-economic development. The agriculture sector in our country is of vital importance in terms of people's healthy eating, their employment, the contribution of agriculture to economy and its export potential. The Southeastern Anatolia Region has this potential. As I mentioned before, our farmers should use production resources in a more efficient way in order to produce higher income.

**UNDP Turkey:** When we are talking about the region, we mean Diyarbakır, Batman and Siirt provinces in this context. As you mentioned, resources in the region are abundant and if the people make the best use of these resources, the region would get prosperous. However, there are high levels of poverty instead. Therefore, since the project is taking aim at reducing poverty, we should talk a little bit on the methods to be used. Which methods did you use in this project to reduce poverty? Under which headings were your activities grouped?

**B.E.:** Frankly speaking, we needed to carry out some preliminary surveys to keep the project on track. With the resources and feasibility studies, –

**UNDP Turkey:** You tried to come up with a picture reflecting the region.

**B.E.:** That's right and consequently, some activities were carried out to use the best techniques and these were grouped under some headings. All of these were reflected in the main document of the project.



**Contributor:**

*Burak Eldem, Diyarbakır Batman Siirt  
Development Project (DBSDP) Administrator*

**UNDP Turkey:** This is a project aiming at reducing rural poverty. Therefore, it is highly understandable why you concentrated on agriculture. Because; if we are talking about Diyarbakır, Batman and Siirt provinces; the agriculture is a sector where poverty is concentrated. So you must have carried out some activities such as introducing modern methods.

**'Our most important objective is to make farmers live on welfare by increasing their levels of income and socio-economic development.'**

**B.E.:** Exactly. Introducing modern methods to farmers and using these methods are very important in the region. And it takes time. Training is a must. Therefore, this is an issue that we attach utmost importance. Particularly, we should train women farmers and help them contribute to production. Thus, we are expending great effort on this.

**UNDP Turkey:** We have already talked about concentrated poverty in the region. When we look at lower layers of society there, unemployment rates are very high among young people and women. Categories of unemployment can change according to definition of unemployment. However, we can say that disguised unemployment is highly seen. The fact that this project aiming at reducing poverty particularly concentrates on women is a point that should be emphasized, isn't it?

**B.E.:** Yes, that is right.

**UNDP Turkey:** Now, let's elaborate on the details of this project. There are a lot of interesting points among the notes I took. I would like to highlight some of them. You made a value chain analysis, let's talk a little bit on this. The analysis you mentioned before is closely related to that, I guess. It is an analysis concerning planning of all stages of production. Then, you developed a method based on the analysis and established a chain of activities encompassing a wide range of activities from fruit growing to drip irrigation. Let's talk a bit about these activities. Which areas did you prioritize in terms of agriculture?

**B.E.:** We carried out our activities in order to put new production techniques, which were lacking or were being delayed before, into effect through Food, Agriculture and Livestock Provincial Directorates. As a result, we started to create archetypal gardens to demonstrate the farmers how they will make their productions. With these gardens, we started to show them different kinds of activities such as fence systems, drip irrigation, sapling planting, vine training systems, etc.

**UNDP Turkey:** What does "vine training system" mean?

**B.E.:** Vine training system means setting up vineyards in a more modern way and cultivates them according to international standards.

**UNDP Turkey:** So this system is more modern than conventional rod and spurs pruning system.

**B.E.:** More modern "T" shaped vines are installed higher off the ground so production increases.

**UNDP Turkey:** Then it is better when the grapes don't touch the ground.

**B.E.:** Exactly, and with this drip irrigation system, we both save water and change the application techniques in the region. We try to make production in nature compatible ways.

**UNDP Turkey:** In fact, when these provinces are in question, viticulture isn't the first thing that comes to mind. Thus, if we are talking about your project again, as far as I understand creating archetypal gardens is more income-generating and enables you to grow crops dependent on



climatic conditions of the region and to show farmers how to grow them. Because you told that this is a demonstrative project.

**B.E.:** That's right. Here, the most important thing is to determine the shortcomings in the region and to carry out activities in those fields. We will get the most important output of this in the following years. Agricultural engineers in Provincial Directorates of Food, Agriculture and Livestock carry out these analyses.

**UNDP Turkey:** When we are talking about Diyarbakır, the first fruit that comes to mind is watermelon, not grape. Except grape, which other crops do you grow?

**B.E.:** We are also dealing with production of almonds, walnuts, apricots and also Zivzik pomegranate. I wanted to lay stress on pomegranate –

**UNDP Turkey:** Cultivar.

**B.E.:** Yes, pomegranate cultivar. Cultivar "Zivzik" is an income-generating crop.

**UNDP Turkey:** Pomegranate is a fruit, which is planted a lot in southeastern and southern parts of Turkey. Pomegranate juice is mostly sent from those regions. Thus, pomegranate cultivation should be supported. Now, let's take a look at the infrastructure pillar of the project. Since this is a project aimed at development in rural areas, strengthening infrastructure is of vital importance to eliminate poverty and to rehabilitate health systems. Establishing water supply networks and sewage treatment system is also important. Where did you concentrate your plans? In how many villages were you able to implement your projects? Can you give us some figures?

**B.E.:** At the beginning of this project, particularly as infrastructure works, sewage disposal systems were prominent. Hence, infrastructure works were carried out to eliminate shortcomings in villages and to help people lead healthier lives. After carrying out all these works, it was understood in 2010 that accessing drinking water was a real problem for villagers and drinking water reservoirs were constructed. In 2011, an open-channel irrigation system started being dug. It was also a significant tender. Previously, flood irrigation system had been used but then that system was terminated and we made it possible for farmers to access water by more modern ways. We brought water to them.

**UNDP Turkey:** Flood irrigation and drip irrigation are the opposites of one another.

**B.E.:** Drip irrigation system delivers water directly to the root zone of a plant by means of irrigation canals.

**UNDP Turkey:** So this method saves water, then?

**B.E.:** Yes, drip irrigation helps you use water efficiently. It also makes easier to irrigate vast areas.

**UNDP Turkey:** We come across the issue of sustainable development in each and every stage of the project. Guiding the farmers as far as the methods go and providing funds for those who use these methods are among the targets of this project. In this sense, grants are an additional output and you awarded grants to many people. Let's talk a bit on this. How many people have received these grants? And how much did you allocate for these granting programs?

**B.E.:** : So far, we have supported more than 180 personal and economic investments. Here, we mean small investors by personal investments and legal entities by economic investments. In 2010 and 2011 we awarded 660,000 TL and 370,000 TL to grant beneficiaries respectively and in 2012 we are planning to award them 2 million 89,000 TL.

**UNDP Turkey:** So you have already granted these figures in 2010 and 2011.

**B.E.:** Yes.

**UNDP Turkey:** And you are planning to provide them with 2 million TL in 2012, aren't you? Are these figures all in Turkish Liras? These are not small amounts. After all, this project has a budget of 37 million dollars as far as I know.

**B.E.:** That's true. The project budget is about 37 million dollars. An amount of 24 million dollars of the total sum is funded by IFAD. The Ministry of Food, Agriculture and Livestock funds 4.4 million dollars as domestic funding and UNDP funds 0.7 million dollars of it.

**UNDP Turkey:** Let's open up what we mean by IFAD. IFAD stands for International Fund for Agricultural Development. It is a specialized funding agency of the United Nations that supports agricultural development. There are funds directed to the Ministry of Food, Agriculture and Livestock through this agency. You also have connection with universities in the region. With Dicle University, I guess. Dicle University is one of the most important universities in the region. You have connections with that university and you consult the university academics in each stage of the project.

**B.E.:** Yes, in some stages of tenders, we come to a deadlock. Therefore, we receive help from universities to provide higher input and reflect it to our tenders. This is a source of pride for us.

**UNDP Turkey:** A noteworthy source of pride. Your website is [dbsd.org](http://dbsd.org) is your website. DBS part stands for Diyarbakır, Batman and Siirt, while "d" stands for development and "p" stands for project. Since there is still a lot to talk about, our audience can access on this website more detailed information. For instance, greenhouses will be built in the region and this is not very common in Diyarbakır, Batman and Siirt. You also support growing ornamental plants, which is not again very common in the region. Furthermore, you support solar-powered irrigation. Those who are interested in will be able to see them all and more on [dbsd.org](http://dbsd.org).





# ONE DAY ON EARTH

PODCAST 46

30 APRIL 2012

**UNDP Turkey:** In this episode, we will talk about the One Day on Earth Project. Towards the end of April, the “One Day on Earth” film, comprised of videos that thousands of people recorded and sent in one day on 10.10.10, was screened in Istanbul simultaneously with the rest of the world. The global screening took place with the support of UNDP and other international organizations. The “One Day on Earth” Project started off in 2008 with the aim of creating a time capsule of videos recorded in one day from all round the world. But didn’t such a challenging task also carry great risks? Brandon Litman, one of the film’s producers says the following in an interview via Skype to NTV:



**Contributor:**

*Brandon Litman, One Day on Earth, Executive Producer*

**Brandon Litman (B.L.):** Well, we knew that what we were doing was a first. So we tried to work as hard as possible to come up with as many stories as we could. Actually we didn’t know what to expect. But we did our best and we are very happy with the result. I think this movie will get many people to think.

**UNDP Turkey:** First on October 10, 2010 (10.10.10) and then on November 11, 2011 (11.11.11) people were invited to share the videos they took on onedayonearth.org. Later on this became a video map, which is open to everybody, of moments people from every corner of the world shared in one day.

**B.L.:** We had more than 3000 hours of footage and each moment was filled with stories. We can give you some very interesting figures. We translated more than 240 hours of footage from more than 70 languages.

**UNDP Turkey:** One Day on Earth’s partners include United Nations Development Programme (UNDP), United Nations High Commissioner for Refugees (UNHCR), UN Women, UNAIDS, World Health Organization (WHO), CERN, International Organization for Migration (IOM), Red Cross Red Crescent (ICRC & IFRC), World Wildlife Fund for Nature, Water.org, World Bank, Human Rights Watch, US FUND for UNICEF and 350.org.

The film One Day on Earth was created from more than 3000 hours of footage received on 10.10.10. Back to Brandon Litman.

**B.L.:** At first we had to watch many of them and tried to understand what the world was telling us. I mean we also found out about things during this process. We wanted to reflect both sadness and happiness. So this movie starts with the earth and ends with the earth. We showed joyful themes like weddings and children but we also wanted to insert videos regarding environmental

sustainability, water shortage and economic struggles.

**UNDP Turkey:** The film tells the story of the world on 10.10.10 with all its tragedies and achievements while reflecting its striking diversity. In line with the project's objective, the film aims to bring people closer to one another as it combines their similarities and differences. By enabling people to continue cooperating in the future, the project is aiming to create a community fostered through communication. What was Turkey's contribution to this film?

**B.L.:** Turkey's contribution increased throughout the years. I remember some very striking videos from Turkey in 2010. Of course I don't know exactly the names of those regions but we did receive videos from Turkey. In 2011, we received more videos. We hope to gather more participants from Turkey after the screening this Sunday. We hope to repeat this every year and to come up with a new film each year. We want all countries to be represented.

**UNDP Turkey:** From youngsters, who sent videos they recorded through their cell phones, to professional documentarians, men and women of all ages, countries, races and cultures, as well as over 60 NGOs, contributed to the film.

**B.L.:** We have some videos of breathtaking scenes. Natural landscapes from Europe and Eastern Europe, elephants from Africa, kangaroos from Australia and whales from off the coast of Canada. We also have some other very interesting footage.

**UNDP Turkey:** Some memorable scenes include a high-profile military parade in North Korea, views of Mecca and the Galapagos Islands, a scuba dive in the Red Sea and the 10th birthday party for a Dutch boy with a rare genetic disease given a life expectancy of ten years. So let's hear how producer Brandon Litman spent 10.10.10.

**B.L.:** I had a very interesting experience the day we shot this movie. I was in New York and I spent a day listening to the stories of illegal immigrants. So that's what I was doing on 10.10.10. It was a very enlightening day for me. There is one thing you see in this movie and that is the circle of life. All the people in this film are trying to make the world a better place, at least for themselves. And as a global international community, we want to do our best.

**UNDP Turkey:** Will the project continue in the future? Don't you think it will be hard to find new themes for each movie?

**B.L.:** I think each year is different. In 2011 we received many videos relating to the Arab Spring and other issues. So each year will have a different theme. As our community grows our films will have more depth and diversity. Then we will be able to produce truly global films. Perhaps the movies will feature topics of more economic and environmental nature but they will also include very special human stories.

**UNDP Turkey:** Whether it is a documentary or a film comprised of thousands of different videos taken in a hundred different places, a film has to have a theme. So what does One Day on Earth tell us?

**B.L.:** I think the theme is the flow of life. The flow of life in various locations. We aimed to tie everything up this concept. We reduced the running time to 140 minutes. I told you before that we had 3000 hours of footage. You see how beautiful the earth is. You places you have never seen in the movie. I think we grew by 11.11.11 and included more serious stories regarding certain issues such as gender equality and refugees. But 10.10.10, meaning the 2010 movie, is our most important film because it was a first and also a wonderful gift to our community.



**UNDP Turkey:** Directed by the project's founder, Kyle Ruddick, and produced by Brandon Litman and his team, "One Day on Earth"s global screening was held this Earth Day, on April 22. The screening in Turkey took place in Istanbul Bilgi University, Santral Campus at 2pm within the scope of Youth and Earth Festival. There is also a track which was composed for One Day on Earth film, shot with the support of UNDP, by DJ Cut Chemist who wrote the piece using only natural sounds and reassembling them on a computer. For this track and other details go to [onedayonearth.org](http://onedayonearth.org). You can find the various videos UNDP Turkey recorded on 11.11.11 for this project featuring Turkey's different locations on our Vimeo account. One Day on Earth was screened in every country on the same day with the support of UNDP.

# GREEN GROWTH IN GAP REGION

PODCAST 47

07 MAY 2012



**Contributor:**

*Pelin Rodoplu, UNDP Regional Competitiveness Expert*

**UNDP Turkey:** In this episode, we will be talking about the Use of Renewable Energy and Energy Efficiency Project in Anatolia Region. Our contributor, Pelin Rodoplu, from the UNDP is a Regional Competitiveness expert. The name of your project looks quite technical. 'Increasing the Use of Renewable Energy and Energy Efficiency in Southeastern Anatolia' Project. It's a long name, but as we explore this I think we will understand how relevant it is to us. Let's try to start from the very beginning. From 2007 until now, in the GAP region (Southeastern Anatolia Project region) there was an agenda of competitiveness and this project among others is now in operation. Let's begin there. What does it mean when we say there is an agenda of competitiveness?

program has been ongoing since 1989 but the cooperation with UNDP started in the 2000's. In the last phase of the Entrepreneurs Support Centre Project that began in 2002, we found that we needed to create a project that brought the strongest elements of the region forward, and this is how we came to the competitiveness agenda. The competitiveness agenda of 2007 brought about the vision of a sustainable cradle of civilization.

**Pelin Rodoplu (P.R.):** We can say that the agenda of competitiveness has been a touchstone for the GAP since 2007. As you know, the GAP Development

**UNDP Turkey:** Now, when we say 'competitiveness agenda' or more specifically 'competitiveness', a region or area must have features about it that make competition easier, and these features that stand out must be looked at closely. What are the points that stand out for the GAP region?

**P.R.:** The important points we found in the GAP region: organic farming, organic textiles, ecotourism, renewable energy and energy efficiency and the use of these technologies, as well as the production of these technologies in the GAP region were things that stood out to us. This is quite a broad vision and it ties in with our 'green growth' strategy. It aims are for sustainable economic development and also social equality to spread and become more inclusive. We can set out the broad vision for the GAP region like so.

**UNDP Turkey:** So actually we have reached green growth without specifically aiming for it as well. Because one of the most interesting points, you mentioned organic farming, organic textiles, ecotourism and energy, but the production of renewable energy in the GAP region has been defined and envisaged to be competitive there. So there is a vision to have green growth in the region.

**P.R.:** That's correct.

**UNDP Turkey:** So organic farming and organic aggregation is one part of this. So is ecotourism. What kind of energy production are we talking about here?

**P.R.:** We have a lot of alternatives when it comes to renewable energy. It encompasses everything from hydroelectric dams to solar energy, biomass and biowaste. We also have to mention wind power, but when it comes to the GAP region, we can see that solar energy has a lot of potential

farming and irrigation usage, so we can see that in the GAP region we should be concentrating on pushing solar energy and increasing energy efficiency there.

**UNDP Turkey:** Since the start of the GAP project, we see that there has been a lot said since the 1980's about developments in the field of energy production, but we have also heard some opinions that there has not been much advance in irrigation technologies. In this case, you are giving weight to the ideas behind combining energy production and irrigation within your competitiveness agenda, aren't you?

**'The renewable energy encompasses everything from hydroelectric dams to solar energy, biomass and bio waste.'**

**P.R.:** Yes. Actually if we think of the systems as whole, we can make the system more efficient and it will be contributing to sustainable economic development in the long term as well.

**UNDP Turkey:** A region that has the potential to produce enough energy to fulfill

the needs of the whole of Turkey will have to use the resources of solar and perhaps wind power to fulfill its irrigation needs, as it already has the resources in the region, water and sun.

**P.R.:** Exactly.

**UNDP Turkey:** We have reviewed the first stage of the 'Increasing the Use of Renewable Energy and Energy Efficiency' Project in the Southeastern Anatolia Region. This has been spread over the last 3 years. And now the second stage. What has changed between the stages? The first stage was perhaps research, and now are we moving on the implementation?

**P.R.:** They are both projects that are continuing within the agenda of competitiveness. In the first phase, as we mentioned, the main target was to increase sustainable competitiveness and also support social equality. In the first phase we also looked at what resources there are for renewable energy and how we can increase energy efficiency, we benefited from international experts as well as the local population and so we could then form a strategy and an action plan that is integrated, covers the whole region and encourages participation. This is probably the most important point that we have from the first phase.

**UNDP Turkey:** An action plan?

**P.R.:** Yes. An action plan for how to carry out these strategies. Let me emphasise this now, a strategy is not something that can be implemented by just one organization. Because this is a regional project and all the relevant participants have a place in the scheme. And then we came to a consensus on the strategy and the action plan.

**UNDP Turkey:** Let's look at the participants. There are governmental organizations, universities, local development agencies are involved and civil society organizations are also supporting this. So the second phase is now the implementation phase.

**P.R.:** Yes. Actually the first phase was more to develop the strategy and the action plan, and to benefit from international experiments we carried out a lot of work and one of the most important things we gained from this was the formation of the Renewable Energy and Energy Efficiency Centre.

**UNDP Turkey:** I was just about to come to that. Harran University.

**P.R.:** We worked with Harran University and we came up with a project proposal for the Development Department, and the Renewable Energy and Energy Efficiency Centre, to work from

Harran University for the benefit of the whole region was approved.

**UNDP Turkey:** This really is quite hard to say, isn't it? Renewable energy and energy efficiency. The centre that was founded in Harran University, those of us that followed the news closely may remember that it was quite well publicised in the media. The centre was founded in Harran University with the collaboration of the Danish Technology Institute.

**P.R.:** It is going to be founded with the help and financing of the Ministry of Development.

**UNDP Turkey:** So that is where the funding is coming from.

**P.R.:** It is national funding. But in another area of this project for this centre to be founded and for it to be successful, we had come to decision that we must be linked to international networks and this is how the GAP YENEV centre was founded.

**UNDP Turkey:** It's YENEV, isn't it? Renewable Energy Centre.

**P.R.:** The Renewable Energy and Energy Efficiency Centre made a deal to cooperate with the Danish Technology Institute. This is also quite recent. In March we had quite a large group go to Denmark, in this group there was the Deputy Minister of Development and the GAP President as well as of course the Rector of Harran University and they signed a contract for cooperation. Within this, there is the plan of developing the centre and also plans to design the building of the centre as eco friendly and zero carbon emissions.

**UNDP Turkey:** They are starting with their own building of course.

**P.R.:** Yes. They want it to be a model building. The experiences of the Danish technology Institute are very important here. In Europe and especially in Denmark, they have been working for years on renewable energy and energy efficiency –

**UNDP Turkey:** I was going to ask that. Why were they chosen? You probably researched that and chose them on that basis.

**P.R.:** Of course.

**UNDP Turkey:** We are now in May, when will this centre start to be built and begin to spread the benefits of it to the region?

**P.R.:** We are aiming to finish the contracting work for construction by the end of the year and within three years, we hope that all the building work will finish and we can start with our plans and begin to be productive for the region and maybe beyond to the Middle East.

**UNDP Turkey:** For more information about these projects, go to [gap.gov.tr](http://gap.gov.tr), and as it is also a partner of UNDP, you can also find information on our website [undp.org.tr](http://undp.org.tr).



# WOMEN'S EMPLOYMENT IN TURKEY

PODCAST 48

14 MAY 2012

**UNDP Turkey:** In this episode, we are discussing women's unemployment in Turkey and our contributor is Canet Tuba Saritaş, a researcher from Hacettepe University's Sociology Department. You recently carried out a research project in Middle East Technical University. The Project was entitled 'Young Women's Contribution and Stock: An Analysis within the context of the Government, the Labour Market and Family'. This project was focused on women, actually on young women's unemployment in Turkey. Let's get going on the subject now. Your project focuses on the unemployment of young women. Why are young women unemployed in Turkey, especially educated ones?

**Canet Tuba Saritaş (C.T.S.):** Actually perhaps we should take a completely different starting point for this subject. So first we need to look at something, I actually based this project on a model, and when I was researching the reasons for unemployment, actually what this really uncovered are the things that need to be done. Firstly at the micro level, we look at what happens when a woman comes face to face with her prospective employer, and what kind of negotiating happens in this situation, because I believe it is a kind of negotiation going on. An unemployed woman has her own criteria when she is looking for work, while the employer has his own perceptions of her and certain priorities. Firstly we have to focus on this negotiation stage, that's what I focused on. But we have to see this negotiation in the wider context, of the government, the family structure and the labour market and how they have transformed especially since the 1980's, and understand and analyse it in this way. Therefore, in this setting I carried out a cause analysis and this also has to be undertaken within the framework of this.

**UNDP Turkey:** S: Ok, so a young woman, recently graduated, and a young man, also newly graduated. They have the same level of education and they go a prospective employer to discuss employment. What are the factors that put the young woman at a disadvantage do you think, according to your research?



**Contributor:**

*Canet Tuba Saritaş, Hacettepe University  
Sociology Department, Research Assistant*

**C.T.S.:** So, first if we may, let's look at what the employer uses as his criteria when a young unemployed woman comes before him. I spoke with young unemployed, people and I also spoke to employers within this project, and the unemployed young women told me this: they do not want to take roles where they would leave work at a late hour, they do not want to work the late shifts, they do not work to work in very male dominated workplaces, they are reluctant to take a role where they are forced to work alone with a male employee, they are reluctant to go on work trips where this may be a necessity, and so we can understand that what they actually want is a regular, desk-based, safe job. So this personal security issue is actually more important to these young women than how much they would get paid for the job. If they are married and have children then they of course have further criteria that have to be met, for example to be able to be free on the weekends, and whether they are able to afford the costs of childcare. So whether there is childcare provided, or if there isn't, how much childcare will cost and if they will be able to afford it on the amount that they would earn from the job is of utmost importance. This is one of the most important factors when a woman is deciding whether to take the job or not, and if I may say I think that this kind of flexibility is not usually compatible with the demands of private sector jobs.

**UNDP Turkey:** From the point of view of the employer, are these the kinds of reasons that they might prefer to employ a young male instead? The fact that they can work at late hours, at the weekends, put in overtime etc.?

**C.T.S.:** Of course when a young male comes to look for a job, childcare, being married, having children, leaving early or staying late, the distance their home is from their workplace, these kinds of issues are not important criteria for them. And this is a very important point; this is where the divisions between the sexes are most visible. And we have to look at how employers see the situation: they assume that because of these types of issues young women are more choosy about the job offers they accept, employers may say that 'we offer these jobs, but young women do not apply for them anyway', that is how they see it. Also, they do not see the labour offered by women as mobile or flexible. We mentioned the problems women have with travel arrangements. Employers describe these women as unprofessional and being led by their emotions. For young women, there are three elements that are much discussed. The first is a lack of continuity, they are seen as wanting to come to work late and leave early, they take a lot of absences: a lot of excuses such as 'I have to drop my children off to nursery', 'I have to pick my children up', 'I have to go to a meeting at my child's school', 'my child is ill', or then constantly being off from work owing to illness, these are the kind of things that employers talk about.

**UNDP Turkey.:** You took statements from these different people. We can't say that all these statements are completely objective. Some of them are obviously subjective observations and –

***'The participation of women in Turkish workforce takes a turn down like the shape of an 'M'.'***

**C.T.S.:** These don't apply to everyone of course, but we need to reflect all kinds of opinions in our data. These are all reasons and opinions, and we need to show all of them, not just the ones that are the same or the most prominent ones.

**UNDP Turkey:** You are including everything, even stereotypes, into your work.

**C.T.S.:** Yes.

**UNDP Turkey:** In your model of work, you talk about the 'M' shape, in your work you liken to trajectory of a woman's career to the shape of an 'M'. Can you please explain this?

**C.T.S.:** Actually its one of the reasons I am focusing on the unemployment of young women. Because, the participation of women in Turkish workforce takes a turn down like the shape of an 'M'. What I mean by that is this: women, especially young women participate in the labor market vigorously, but then owing to marriage or childbirth, they withdraw from the labor market, returning when the child has reached a certain age. But this percentage, meaning the amount of young women that enter the labour market is declining, and we can say that the large portion of female workers are in fact young women, so therefore the unemployment rates of young women carries a great importance, so I think we need specific legislation for this issue.

**UNDP Turkey:** Because after a certain amount of time, a lot of these women withdraw from the labour force. The 'M' shaped graph shows this. As we move to the right of the graph, the top of the 'M' becomes smaller, because the amount of women returning to the workforce is diminishing, isn't it?

**C.T.S.:** Yes, because the employers see it in this way: Young women's labor is a fleeting resource. Because the childcare is issue is very important, especially in Turkey the care of children is very important. As I mentioned earlier, women are likely to accept a job offer if the workplace offers childcare, but the amount of workplaces that offer such a service is very low. And if there is no childcare provided, again as a mentioned earlier, they will look to the amount of money they





will earn in terms of if it will be enough to pay for outside childcare, or they will try to come up with another solution of leaving a child with grandparents for example, as the wages earned by women are not usually enough to cover private childcare.

**UNDP Turkey:** Can we say that this is research that focuses primarily on the urban workforce, the service and industrial sectors? Or are there some parts that also apply to more rural communities?

**C.T.S.:** We looked into urban unemployment especially because rates of unemployment are high there, female employment is quite high in the agriculture industry, of course in the last term we have seen this decrease as well, but generally we can say that we have focused on unemployment in sectors outside of the agriculture industry, especially in cities because we can see that they are actually disadvantaged when compared to the previous group. For example this month, the results of the workforce household surveys were released. These were results from January 2012. We can see that the unemployment rate for women outside of the agriculture industry, the rate was 23.6%, and it was 23.2% in cities. Therefore, we can see that unemployment of women in cities, and the unemployment of women outside of agriculture are very significant. We can see that there is a problem with creating jobs in cities and that this needs to be addressed.

**UNDP Turkey:** It might be useful to compare the rates of unemployment of women and men.

**C.T.S.:** For example unemployment of young men in cities is at 18.8%, compared to 23.2% for women. There is a significant gap between them, a serious matter of gender inequality. When we look at unemployment for women, it is at 15.2%, compared to 23.2% for young women. Young women are more disadvantaged compared to older women. And we said it earlier, young women contribute more to the labour market, they are more likely to be looking for work. And we also mentioned education; we can talk about that as well. Education is very important. We have a significant population of educated people. Being educated motivates you to join the workforce, to contribute to the market and is an encouraging factor.

**UNDP Turkey:** You came to these conclusions using your research model and you use the averages of this as a base, but are there any people that disagree with you? For example, are there women that live in Turkey's cities that have come to you to say 'I haven't encountered any of these problems in my career, I have been able to work and compete with male colleagues on the same level', or have you always got the same results, the same agreements and the same responses?

**C.T.S.:** Well in general these are the things that come up, regardless of the level of education and the socioeconomic situation these same criteria tend to be valid. Even a highly qualified and educated woman would be reluctant to work in a male dominated environment and we did survey job seeking women with Masters level degrees within our research. They may be nervous before they even start work, when they go to the job interview, they don't trust the advertisement in the newspaper for example, if they see an advertisement on the internet they want to check the company's website, they would only go to a job interview if they felt comfortable in the area that the workplace was in, so even people with a high level degree do this kind of thing. And if we look at it from another angle, one of our interviewees was a widow with a young child, 2.5 years old; she was in a difficult position financially. We might expect her to have no criteria whatsoever, but for her these criteria were actually much more important: because she was a widow, she had no husband and societal pressure as well as pressure from individuals from her family was applied to her job seeking. When a job interview would come up, many questions would be asked such as 'where is the job, who is it exactly, what kind of place is it?', sometimes with a male relative, a father or brother would accompany the woman to the interview, and this of course says to the employer that the woman is passive, she cannot do anything by herself, so this adds another level of disadvantage onto her already difficult task. And so this is a critical point. The labor of women and the weight that it is given is not just decided in the interview, it is also a family and cultural matter.

**UNDP Turkey:** From every socioeconomic level, every geographical region and every age group, we can say that women all encounter these problems at one level or another. It is of course important to recognize these problems but it is also as important to concentrate on solutions to these problems. I wonder what kind of political solutions in order to reduce these issues could come to light after this research, or then out of the ones that are already in place, which of these is actually addressing these problems? Is there any part of your research that looks into this?

**C.T.S.:** When we look to legislation, for example the 5th part of the discrimination Work Law states: we cannot discriminate against anyone on the basis of gender or on biological factors. But at the moment, this law does not cover the discrimination that takes place at the recruitment stage. I think that this needs to be addressed because this is a point at which we have a great deal of problems. The 88th part of the same law is being looked at to cover the issues of childcare and the damages caused by this problem. Every workplace with 150 or more female employees is obliged to provide childcare facilities, but when you are looking to implement this law, the employers take on only 149 female employees and this is then also discrimination. This should definitely be implemented according to the total numbers of workers in a workplace.

**UNDP Turkey:** Meaning you are emphasizing the fact that ‘childcare is not only the duty of women’ and –

**C.T.S.:** Absolutely.

**UNDP Turkey:** Workplaces with 150 or more employees must have childcare facilities. Of course when we talk about care facilities, we are not just referring to children –

**C.T.S.:** Pensioners and the disabled, yes.

**UNDP Turkey:** Pensioners and the disabled, isn’t it? Women take on the burden of looking after these people at home and this is important as well. We have a lot more to talk about, we have run out of time but we have to say that legislative advice is also found on this research project, and also that some of the research carried out, for example in legal regulations put into motion for women and for these types of problems to be eliminated are found in the report, we must also highlight this.



# AN OUTSTANDING PROJECT IN THE FIELD OF CSR

PODCAST 49

21 MAY 2012

**UNDP Turkey:** In this episode, we will be talking about the concept of corporate social responsibility and linked to this, talk about a project designed to make small and medium enterprises (SMEs) more competitive. Our contributor is Tülin Seçen, from the Marmara Rotary Club that is working with UNDP, she is the term president of the Marmara Rotary Club, the Committee President of the Sustainable Competition in Turkey Project and also the president of the Management Consultants Association. What is the Sustainable Competition in Turkey Project and what are its aims?



**Tülin Seçen (T.S.):** Sustainable Competition in Turkey Project is aimed at the businesses in the economy: small, medium and large businesses are in line with the principles of corporate social responsibility, that they become better at it and they practice sustainability and that what they produce has no negative impact on society.

**Contributor:**

*Tülin Seçen, Marmara Rotary Club, Sustainable Competitive Turkey Project, Chairperson of Project Committee*

**UNDP Turkey:** You lead the way for the Rotary Clubs to sign up to the UN Global Compact. We have to thank you for this. You did not just sign up to it: you started a project, that you just mentioned, in order to promote the principles of it and the concept of corporate social responsibility in Anatolia. Can you tell us a bit about the activities that this project carries out? What are the specifics of this project?

**T.S.:** Our primary goal with this project is to promote understanding in small and medium enterprises of the principles of corporate social responsibility, and to lead the way in implementing these principles, using activities to make changes to the structure of their enterprise and make them more sustainable. Within this remit, we are working with the chambers of Commerce and Industry of all the regions of Turkey; we are giving our all to let their members reach their maximum output potential. We invite these members to us on certain days to meet with members of our committee who are educators, to help them to understand the concepts of corporate social responsibility and the UN Global Compact, to look into if there are appropriate businesses that could sign up the Global Compact, and then we help them to implement these principles into the actions that they take.

**UNDP Turkey:** We see this concept of corporate social responsibility more and more in our lives now. We could say that more is known about it nowadays. If we analyze the UN Global Compact a little more, it means that businesses and organizations, including universities and many other organizations, are making a commitment to adhere to the principles that are set out in the compact. Let us explore this. The Rotary Clubs in Turkey have entered into this competition and due to this project you have been doing, many SME's in Anatolia have come to understand this concept and hopefully, have committed to taking on some of the principles themselves. Where have you been to so far and what kind of training have you been giving in Anatolia?

**T.S.:** Up to this moment, we have been promoting to the automotive subsidiary industry what

the Global Compact is, what corporate social responsibility is and what businesses have to do in terms of these concepts. We have arranged seminars in Gaziantep, for the members of the Gaziantep Chamber of Commerce.

**'International Rotary's aims are all encompassed within the UN Millennium Development Goals.'**

**UNDP Turkey:** The first one in the automotive subsidiary industry was in Gebze. Then you went on to Gaziantep?

**T.S.:** Gaziantep and Eskişehir. We had collaboration with the Eskişehir Chamber of Industry. Then we collaborated with the Chambers of Industry and Commerce in Antalya and Adana. We collaborated

with the Chambers of Commerce and Industry in Kastamonu, Samsun and Edirne. Aside from this, we also made efforts to spread these activities into the tourism industry.

**UNDP Turkey:** This program of raising awareness of corporate social responsibility, ensuring sustainable development and looking to support achievements of communities, you give these training programs to businesses in Anatolia for free. Which regions and cities are next for your project?

**T.S.:** We are planning to put on 50 seminars by the end of 2012. Of course we need to plan all of these seminars very well and we put all our efforts into this, because we put on the seminars on a voluntary basis, we have to coordinate these timetables with the plans of the Chambers of Commerce and Industry in different regions. Our plans will continue first at Mersin Chamber of Commerce and Industry, then Istanbul Chamber of Industry, Istanbul Chamber of Commerce, and then the Chambers of Commerce and Industry of Konya and Kayseri, this is what is planned for the future.

**UNDP Turkey:** You are planning on continuing this project until April 2013, aren't you?

**T.S.:** Yes, but it may carry on longer than that.

**UNDP Turkey:** So you have chosen a voluntary Committee for Corporate Social Responsibility from members of different Rotary Clubs, and the committee forms strategies on how to implement this principles. And we also know that the members of this committee also volunteer as educators, as you pointed out earlier. We know that these educators and members of the committee are senior, experienced people in the business world, academicians, entrepreneurs and professional administrators. As you know these individuals yourself, could you perhaps give us a few examples of who they are?

**T.S.:** I need to say that this project brings together perhaps the world's two largest and most important civil society organizations; UNDP and the Rotary Clubs. Rotary Clubs are made up of the business world's most outstanding and top level individuals. They are a group of people that use their funds for the benefit of society. This project overlaps with the mission of Rotary, our members adopted this project and wanted to be the pilot project in Turkey and set an example with it. We have a Committee for Education and Consultancy made up of 20 members, they have been trained and are carrying out this job successfully. Within this committee we have our dear friend Semra Baysan. I actually work and organize many projects, many training programs and doing consultancy work as well. We have Özcan Albak, Osman Taşlıca and Ulya Selçuk. Their people are very active in the training and consultancy projects, and also support the work of our committee.

**UNDP Turkey:** You mentioned that the mission of Rotary overlaps with UNDP programs. There may be some people who don't know about Rotary. Let's just give a few sentences of information



about Rotary. What is its purpose? What is its mission? What is your motivation for being part of this project?

**T.S.:** We can describe our mission as wanting to give back to the society what we have taken from them. Like I mentioned, our membership consists of individuals who have reached the top levels of their fields, intellectuals and those who have made it their living to accumulate, and they wish to create projects that are sustainable and beneficial to the whole society. I actually want to raise awareness of corporate social responsibility in Turkey, and in the world to spread this kind of structure in business; this is the scope of our mission. International Rotary's aims are all encompassed within the UN Millennium Development Goals.

**UNDP Turkey:** Rotary continues to participate in this project with a strong motivation for its aims and continues to give training all over Turkey. In partnership with the UN and the regional Chambers, it hopes to be a model for the rest of the world with this project. This project will put on 100 seminars on corporate social responsibility in Turkey's 81 regions until 2013, and will encourage SME's to include corporate social responsibility ideals into their structures and sign up to the UN Global Compact.

# AN EXEMPLARY PRACTICE FOR RIO+20

PODCAST 50



**Contributor:**

*Yıldıray Lise, Biologist, Deputy Manager of Enhancing Forest Protected Areas Management System in Turkey Project*

**UNDP Turkey:** In this episode, we talk about the process that led the certification of Küre Mountains National Park as a member of PAN Parks, and the selection of the project implemented in this national park as a best practice to represent Turkey in Rio+20 Conference. So we will be talking about this project and also why this project has been chosen as one of the 25 best projects in this category. Our contributor is the Deputy Manager of Enhancing Forest Protected Areas Management System in Turkey, Yıldıray Lise. We have spoken with you before on this same subject twice before. So we are now at the stage of applying best practice from before the Rio 20+ conference, and the Küre Mountains National Park was a candidate to join the important network of PAN Parks. They were accepted into the network in April 2012. Let's talk about Rio 20+. It takes place in June and out of the best practice projects from Turkey that are going, yours is one of them. Why was it chosen?

**Yıldıray Lise:** Our project began in 2008 with the support of the Global Environment Facility (GEF) and it is carried out by the General Directorate of Nature Conservation and National Parks and General Directorate of Forestry which are part of the Ministry of Forestry and Water Affairs, United Nations Development Programme Turkey and the Society for the Protection of Nature in Turkey. As you mentioned, this project has many sections including environmental issues, social and economic issues. So we were working in a protected area, a national park but we also worked on many areas such as the local population's development including sustainable tourism and the sustainable use of resources. And we felt that we have been successful in doing this, so with the support of the Ministry of Forestry and Water Affairs, we applied for Rio 20+ and it was accepted. As I mentioned, the different areas we cover such as social, environmental and economic areas also got a prize for being a good example project.

**UNDP Turkey:** This project has been running since 2008, it covers many different areas as you mentioned and it gained a place among the other 25 chosen projects in Rio, as well as joining the PAN Parks network. Let's talk about the PAN Parks network, and then we will return to Rio. There were some criteria that had to met in order to join PAN Parks, I have them here in front of me but we can summarize them. They may give an idea of how far this project has come to our listeners.

**Y.L.:** PActually they both have overlapping criteria and they both have similarities. PAN Parks network means a network of protected areas. It is a certificate system given to the elite protected areas in Europe and if we include Küre Mountains National Park, there are currently 13 protected areas in Europe. This network has 5 basic criteria to be met. The first, the area must have a rich natural heritage, of course Küre Mountains National Park is both locally and nationally important. The second, the area must be managed in accordance with well set out plans. Third, there must

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be provisions made for future visitors, we made plans to erect a visitor centre and put these plans into action. The fourth, there must be a sustainable tourism strategy in place, not just within the park but also the local area and this is one of strongest features of the PAN Parks network. As nature has to be protected, there must be a plan for sustainable tourism in place. We worked for many years on this area and we designed plans. Our actions have particularly focused on these social and economic areas, and this is what made us stand out at Rio 20+. The fifth is making local connections. So after the park has received its certificate, the businesses around the park may also receive a certificate within a certain amount of time if they reach certain standards, for example accommodation, restaurants, transport or guided tour businesses. We have started running in this period of time a general participation group of PAN Parks and we have put into practice some local standards that need to be met. So we can see that the PAN Parks project has environmental, social and economic benefits.

**UNDP Turkey:** The Küre Mountains National Park is the only national park in Turkey that is currently part of the PAN Parks network isn't it?

**Y.L.:** Yes.

**UNDP Turkey:** You told us the criteria; it must have a rich natural heritage, it must have a plan for nature preservation, there must be plan in place for visitors, you must emphasise sustainable tourism and make local connections if you want to be part of the PAN Parks network. This is a relevant question; Küre Mountains National Park now has a PAN Parks certificate but what does this bring to Turkey? We would like an answer to this question.

**'Kure Mountains National Park becomes better known, there will be a rise in tourist numbers in the long term.'**

**Y.L.:** Of course. We need to think about it like this, this is a matter for national pride, and because we have been accepted into a network that has very few members even in Europe and it's a chance to showcase our principles there as well. It's also important to be following international standards for management and to be seen to be following these, and also to establish sustainable tourism

there. As we mentioned earlier, we can say that this project will have great effect on the local and regional economy because of tourism, starting from guesthouses up to the whole tourism sector. And as the area becomes more well known, we also expect a rise in tourist numbers in the long term.

**UNDP Turkey:** How many national parks are there in Turkey?

**Y.L.:** There are 41 national parks in Turkey at the moment.

**UNDP Turkey:** So these pillars of your project, could they be applied to all of the national parks in Turkey and achieve the same results?

**Y.L.:** Some of these parks are small, some are larger, but of course we now have some experience. We have already started working towards applying our work to other national parks in association with the General Directorate of Nature Conservation and National Parks. Of course it may not be possible to apply all our techniques to the smaller parks. One of the PAN Parks criteria is a minimum of 10,000 hectares and it must be untouched nature, with minimal human intervention, and only about 5 to 10 of the national parks in Turkey come under these criteria. But we are still working towards applying some of the other principles in these places too.

**UNDP Turkey:** So you would only be able to apply all of these plans in about 5 or 6 of the national parks here. And you say that work has already begun in these parks. Which ones for example?

**Y.L.:** We have started working on a plan for Kaçkarlar, we may be able to start work there soon.

There is also Aladağlar. These two areas are places that are close to the standard needed to achieve the PAN Parks certificate, with a little bit of work they can achieve this.

**UNDP Turkey:** You are reaching the end of your project and you have achieved your important aims. Will you continue to have the support of UNDP for this project or do you have any more new projects on the horizon at the moment?

**Y.L.:** Our project was funded by Global Environment Facility and they do not give funds to the same project more than once. But we must also mention that in 2000 the National Park was announced, and the Small Grants Program of the Global Environment Facility has continued to support the civil society organisations in the area, and I'm sure they will continue to do in the future. The WWF in Turkey is also working with the National Parks Organisation and non-governmental organisations in the area. Recently, there have been newly started regional development agencies in the regions of Bartın and Kastamonu. There are two different agencies working there. They have some priorities for themselves, and we have promoted our projects results and they are helping us in applying for other grants and supporting us in this, and they continue to support our work by following the mechanisms that we have put into place.

**UNDP Turkey:** So by following your plans, by learning from your experiences and by seeing the results of your project, this is a very good example for others. And this should be noted that it is not just an example for Turkey, but also for many other countries that can follow this same program, and as we mentioned that the beginning, it has been chosen as one of the 25 best projects at the Rio 20+ United Nations Conference on Sustainable Development. You received an award on the 20th of April, the vice president of the General Directorate of Nature Conservation and National Parks Mr. Mustafa Akıncioğlu received this award on the behalf of the Ministry of Forests and Water Affairs. There are 24 other projects as well. These are all examples for the private sector, public agencies, universities and civil society organisations. So you received this award but what does this mean for you? Are you going to present this project in Rio? What kind of plan do you have for the future?

**Y.L.:** There will be national presentations on behalf of the Government of the Republic of Turkey. We are preparing ourselves to present our project there if we get the time and the chance to do so, as we are quite busy at the last stages of our project. We want to present our project ourselves, but they will be presented in Turkish and in English by the representatives and it has received great interest from everyone so it will have a great audience.

**UNDP Turkey:** OK, so do you have any other activities aside from Rio20+ where you are promoting your project?

**Y.L.:** Yes we do. So we are in constant correspondence with UNDP regional offices, for example in Bratislava or wherever, and we have promotions of our project in the literature that they produce and so on. But I think one of the most important points here is that the Küre Mountains National Park is the only national park that has its own website. We share all of our projects and our publications here in English and Turkish as well. We use social media available to us here such as Twitter, YouTube, Vimeo, Flickr and Facebook, and spread our project effectively using these. Sometimes people find our project through one of these sites and write to us saying 'We are producing a book. Could you contribute your project in this section of our book?' and we work on this too.

**UNDP Turkey:** Anyone who wants to see can go to [kdmmp.gov.tr](http://kdmmp.gov.tr); Küre Mountains National Park and can find information on this project. What is the best time to visit the Küre Mountains National Park that has been chosen to represent Turkey at Rio20+ and has achieved a place in the PAN Parks network?

**Y.L.:** Let's say May and September-October time.

**UNDP Turkey:** So from the beginning of summer to autumn Küre Mountains are waiting for visitors to come and see the park.





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