

UNDP/Turkey

Report on the Private Sector Initiatives¹, December 2006

I- Private Public Partnerships

➤ Pipeline and new programme development

My Beautiful Turkey (Opet): UNDP and OPET held a working group discussion on the framework of "My Beautiful Turkey" project on 22 December and agreed to focus on a specific geographic region as the first step, and Canakkale was identified as the pilot province. The parties decided to hold the next meeting in January 2006 to finalize the management framework structure.

"OPET is a Koc Group oil company established in 1992 which exports to a range of 15 countries including Middle Eastern countries, the Balkans, Europe and Asia. <http://www.opet.com.tr>"

Child Friendly Cities (Dogus): UNDP Turkey and Dogus Group held a series of meetings to identify potential areas of cooperation in November and December. As per Dogus Group's recommendation, a concept has been developed with a focus on children's issues to be implemented in collaboration with UNICEF within the context of [Child Friendly Cities](#). Consultation meetings are being organized with Creative Children's Association, 3rd Dimension, Pozitif et al.

"Dogus Group, established in 1951, is active in over 5 sectors on finance, automotive, construction, tourism and media. <http://www.dogus.com.tr>"

Connected Industries (Cisco, ITKIB, KOSGEB, OSD & TAYSAD): A new project for SME sector in Turkey is under development, as initiated jointly by Cisco and UNDP, which aims to increase the competitiveness of the clothing and auto parts manufacturing sectors in Turkey by establishing an automated value chain management system by improving the connectivity between the scattered suppliers, vendors and distributors throughout the country, as well as by building the ICT skills of the SMEs through trainings and technical support. The project development discussions between UNDP, the visiting consultants of Cisco HQ and the unions of sectors of SMEs continue.

Disabled Agenda: The project development initiative for disadvantaged people gained a new momentum with the adoption of the "UN Convention on the Rights of the Persons with Disabilities" by UN General Assembly last month. Two action items are identified as a result of our discussions with Ayder, IULA-EMME, Pozitif, Hedef Alliance, 3M, Prokon and disabled leaders:

¹ For more information please contact the Programme Manager for Private Sector: Mr. Hansin Dogan, hansin.dogan@undp.org, UNDP Turkey website at www.undp.org.tr

- Strengthening the disabled committees established under the Local Agenda 21 programme to establish a grass-roots level disabled network within the country and connect it to the International Disabled Persons Union.
- Launching an urban development model project named "Barrier Free City" in a designated city of Turkey, aiming to address the obstacles that disadvantaged people suffer from in taking part in social life in cities.

A Preparatory Assistance agreement is under development between UNDP and Prokon, a Turkish consultancy company, which offered to financially and technically sponsor the project development activity.

➤ **Ongoing initiatives**

Mediterranean Youth Movement Project Launch (Cisco): A press conference was held on 12 December to announce the collaboration between UNDP, Cisco, Istanbul Technical University, Youth for Habitat and Turkish Informatics Foundation for the achievement of the objectives under the Mediterranean Youth Movement Project. The 14 young trainers which completed their intense learning program successfully and received their certification were also introduced to press. 350 applications for trainings were received from different cities. The applicants will be subject to tests and interviews in 8 selected cities in January 2007 and the selected ones will access the free CCNA trainings.

II- Global Compact

2nd Global Compact Task Force Communications Working Group Meeting: In order to follow-up the ongoing communication practices agreed in their first meeting, the Global Compact Task Force Communications Group held its second meeting on December 8, 2006 at Koc Group premises. At the meeting, Koc Group informed the participants on the developments related to their internal Global Compact communication endeavors which will be launched in February 2007. Another issue discussed at the meeting was the Global Compact and CSR Forum that has been planned by TISK (Turkish Confederation of Employer Associations) in May 2007.

New Participants of the Global Compact: The number of the GC signatories in Turkey has become to **88** as of December 2006 with two new participations:

- *Aviva Life & Insurance* (Aviva Life & Insurance was founded in Turkey in 1991. The company supports various organizations on issues related to environment, education, culture, art, health and sports within the scope of the Corporate Social Responsibility programme of the AVIVA Group. <http://www.aviva.com.tr>)
- *Genctur Ltd.* (Genctur Ltd. is one of the leading tourism organizations in Turkey aiming to serve Turkish and world youth. <http://www.genctur.com>)

III- Evaluation

An external evaluation of the first phase of the “Partnership for Development with the Private Sector” project has been conducted in December to determine to what extent the project objectives have been fulfilled and to analyze the relevance and effectiveness of the project in addressing the needs of the stakeholders. The evaluation also provided guidance on future directions of UNDP Turkey’s private sector operations and made recommendations to feed into future plans for the Istanbul project office in the next phase. UNDP Turkey, in consultation with other UN agencies and key stakeholders, has started formulating its next phase private sector strategy and the project document for the “Partnership Development with Private Sector” based on the findings and the recommendations of the evaluation study.