

I- Private Public Partnerships

➤ Pipeline and new programme development

Partnership for Development with the Business Sector Project-2nd Phase: Building on the existing momentum and the findings of the evaluation of the 1st Phase of the Project, UNDP/Turkey decided to move into the second phase of the project by strengthening emphasis on building concrete development partnerships with the private sector. The second phase will focus on engaging the private sector in Turkey in partnerships on practical and tangible activities that contribute to Turkey's development agenda and achieving the Millennium Development Goals. Existing partnerships with the private sector will also be fostered to develop larger scale and longer term project interventions. While providing support to the advancement of CSR principles in the country, Global Compact participant companies will be encouraged further to take over the lead role for the implementation of Global Compact's national network activities and achieve self sufficient management structures. The private sector project office in Istanbul will also look into solutions for improving the financial sustainability of operating the office in Istanbul.

Through this project UNDP will be working in partnership with the Istanbul/Besiktas Municipality to achieve the project's outcomes. The purpose of the collaboration is to establish and maintain the UNDP Private Sector Project Office in Istanbul, which will promote and generate partnerships for development with the business sector in Turkey and undertake selective and high priority advocacy and awareness-raising events to promote the engagement of the private sector in UN/UNDP promoted development principles, notably the Millennium Development Goals and the UN Global Compact.

Bridging the Digital Divide: Empowerment of Youth for the E-Transformation of Turkey Project: Building on the "Empowerment of Youth through Improved e-Governance in Turkey" Project, a new Project was designed by the project partners to multiply the ICT literate young people in Turkey to 1.000.000 through European Computer Driving License (ECDL) e-learning modules. ECDL is a world widely known and accepted certificate that ensures an information society through ICT literates with standardized computer knowledge. Within the project a Learning Management System provided by IDEA Ltd. will be launched to provide free e-learning programs on basic IT skills targeting 1 million people in support of Turkey's transformation into an information society and digital inclusion for everybody's access to information. It is aimed to launch a national campaign through Web and SMS participation to receive the contributions of

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citizens to a major e-learning program. The negotiations with other information and communication technology companies continue to receive their support to the project.

Localizing the UN Millennium Development Goals: The “Localizing the UN Millennium Development Goals (MDGs) in Turkey through the Local Agenda 21 Governance Network” project capitalizes on the achievements of Turkey’s Local Agenda 21 Program and aims at localizing the Government’s MDG commitments by championing the prioritization of the MDGs in local implementation and action based on the principles of participatory and inclusive local governance. In this context, one component of the project is to promote ‘best practices’ of partnerships between local governance actors and the private sector for achieving Turkey’s development goals and MDG targets by localizing the MDGs through institutional partnership and collaboration with private sector partners. The Union of Chambers and Commodity Exchanges of Turkey (TOBB), including its network of local chambers and commodity exchanges, participates in the project as a main partner and has committed to providing cost-sharing in the amount of a total of USD 500,000 until end-2008.

TOBB is a critical private sector partner to the MDGs in Turkey, and has a strong track-record in its commitment to the active promotion of the MDGs at the national level, and now through the project at hand, increasingly at the local governance level. Notably, TOBB has had active involvement in the preparation of the National MDGR (2005) and explicitly supports the realization of the MDGs as the top-level umbrella organization representing the private sector. The contribution will be mainly utilized towards a grants-scheme to small-scale demonstration projects with an anticipated ‘trigger-effect’ in achieving specific MDGs. Project proposals to receive small grants will be selected in partnership with local chambers and commodity exchanges and the Local Agenda 21 City Councils, Women’s Councils, Youth Councils, Working Groups, and Special Interest Groups; and which reflect a basic commitment for promoting and internalizing the MDGs by at the municipal level. In the spirit of corporate social responsibility and responsible entrepreneurship, TOBB recognizes that there is an important area of collaboration within the context of LA-21 processes between local authorities and the private sector. As a strong advocate for the strengthening of support for the achievement of the MDGs, TOBB strives to promote and actively strengthen Turkey’s development agenda by supporting mechanisms and processes that enhance economic growth, prosperity, local democracy and practical implementation of strategic development issues such as poverty alleviation, employment generation, and sustainable human development in Turkey.

Accelerating CSR practices in the new EU member states and candidate countries as a vehicle for harmonization, competitiveness, and social cohesion in EU: UNDP/Turkey participated in the kick-off meeting of the Regional Project on 16 January 2007 in Brussels, which aims to accelerate the implementation of CSR practices in 8 countries including Turkey. Jointly financed by the EC and UNDP and led by the Lithuania Country Office, the regional project will conduct activities to map out the CSR activities and actors, identify capacity gaps and corresponding areas of intervention, facilitate the means the exchange experience and good practices, and build awareness and capacities of national stakeholders.

➤ Ongoing initiatives

Life Plus Youth Fund: The Local Project Appraisal Committee of the Life Plus Youth Fund (Youth Increases the Quality of Life in their Cities) Project was convened on 10 January 2006 to formalize the revision of the project after two year successful implementation of the project activities, which has leveraged the engagement of the project partners and increased the scope of the target group, necessitating a modification of the management structure of the project. As per the agreement, UNDP will be directly responsible for the implementation of the future term activities through a project management unit established within UNDP Turkey's Istanbul private sector project office. Building on the achievements of the project, UNDP Turkey will continue on having close relationship with the local administrations, youth councils and other youth organizations to realize potentials of youth for their increased engagement in addressing local development challenges.

Regional Growing Sustainable Business Conference: Regional Growing Sustainable Business Conference took place on January 24-26 in Istanbul by the organization of UNDP/Turkey incorporation with DEIK (Foreign Economic Relations Board), GYIAD (The Turkish Young Executives and Businessmen's Association) and Istanbul Chamber of Commerce. Prior to the conference, the GSB team also held a meeting with KAGIDER (Women Entrepreneurs Association of Turkey) representatives, with the aim of discussing prospective joint GSB focused projects in their regions. Given the potential of commercially viable business opportunities in Southeastern Europe and Caucasus countries, the aim of the Regional Growing Sustainable Business Conference was to present GSB activities and business opportunities in Albania, Bosnia & Herzegovina, Macedonia, Moldova, Montenegro, Serbia, Georgia and Ukraine to Turkish companies which are interested in doing business in Southeastern European and Caucasus region and in taking advantage of services and support offered by GSB brokers.

II- Global Compact

By the end of the first phase of the Partnership for Development with the Business Sector Project, the number of Global Compact participants has reached to 107 in total and the final number has decreased to 67 due to the gradual inactivation of non-communication companies from the list. The following five organizations joined the Global Compact in Turkey in January 2007:

- Sabanci University (*Sabancı University is a private, independent young university with a state of the art campus spread over 1,260,000 m2 and located 40 km from Istanbul's city center. The University aspires to develop competent and confident individuals, capable of independent and critical reflection, who possess a strong sense of social responsibility. <http://www.sabanciuniv.edu/eng>*)
- Genctur Tourism and Travel Agency (*Genctur is a non-profit company aiming at improving relations between Turkish youth and the youth of other countries and to develop cultural understanding through its activities. GENÇTUR also organizes around 25 voluntary workcamps in Turkey. <http://www.genctur.com/indexe.htm>*)
- Aviva Life (*Aviva Life is a subsidiary of Aviva Group UK providing products on private pension and life insurance in Turkey. Aviva's values are based on integrity, performance, progressiveness and teamwork. <http://www.aviva.com.tr>*)

- Municipality of Besiktas (*Municipality of Besiktas administrates one of the largest districts in Istanbul which host 1.5 million people during day time having headquarters of Turkey's finance and banking sector as well as many large scale Turkish and multi national companies, several shopping malls and eight universities within its territories. The Municipality signed an agreement with UNDP/Turkey to collaborate on promoting partnerships for development with the business sector and advocating on UN/UNDP promoted development principles, notably the MDGs and the UN Global Compact <http://www.besiktas.bel.tr>)*
- Municipality of Nilufer (*Municipality of Nilufer, located in the city of Bursa, administrates one of the most active Local Agenda 21 (LA-21) participant districts of Turkey, which runs several projects on addressing local development challenges through the work of the working groups and committees of LA-21 local city council. <http://www.nilufer.bel.tr/> and <http://www.niluferyg21.org.tr/>*)