**12.03.2024**

**Contribution to Women Employment and Sustainability with "Ecollectiv"**

**Yeşim Group launched the Ecollectiv brand, which is an important step in the field of sustainability and women employment, in cooperation with Uludağ Soroptimist Club and Karapınar Women's Cooperative, at the central Bursa factory.**

The launch of the Ecollectiv brand, which Yeşim Group launched together with Uludağ Soroptimist Club and Karapınar Women's Cooperative, was held at Yeşim Group's Bursa headquarters factory with the participation of project stakeholders, as well as Yeşim Group employees and senior managers and members of Karapınar Women's Cooperative.

Speaking at the launch of the project, which aims to raise awareness on gender equality by supporting women's employment and to contribute to sustainability by evaluating waste fabrics, Yeşim Group Human Resources and Organizational Development VP Behiç Gülşen emphasized that projects establishing bond with society are very valuable and said, "I was very excited when I first heard about the Ecollectiv project, because projects that connect with society have always been valuable to me. Your job is not easy, but we are always here to provide all the necessary support. I would like to thank all stakeholders who contributed to the project and wish them success."

Expressing that the project, which is based on UN Sustainable Development Goals (SDGs), will make significant contributions to the circular economy, women's employment and women's empowerment, Dilek Cesur, Corporate Communications Director of Yeşim Group, said that "Ecollectiv was indeed a work that was carried out with a collective consciousness. All project stakeholders put their hands under the stone and created this brand with a collective consciousness. Most importantly, almost every department within our company, Yeşim, touched this project."

Cesur said, "Every stitch is meaningful when it's woven together" and added, "We touched the future with Ecollectiv. We created a huge change. Now every stitch is a life, every life is a value. We will act together for women's economic empowerment and a sustainable future."

Expressing their great pleasure to take part in this project, Eren Jale Yörükoğlu, President of Uludağ Soroptimist Club, said: "The Word of the Butterfly" project, which started with Yeşim Group, entered its 11th year this year. We touched many hearts in this process. We attach great importance to women's empowerment. In this context, we wholeheartedly believe in Ecollectiv. The Awareness Circle Workshop we organized with the Ecollectiv project has already received an award. At the Women-Friendly Brands 2024 Awareness Awards, organized for the 4th time this year, we were awarded in the category of Supporting Women's Initiative and Women's Power. This is very important for us. I would like to thank everyone who contributed to the project. This pride is for all of us."

Ms. Emine Enginçayır, President of Karapınar Women's Cooperative, stated that they are happy to be economically empowered thanks to the products they produce as Karapınar Women and to contribute to sustainability with products made from waste fabrics, and thanked Yeşim Group and its managers for their support.

**Awareness Award from Women Friendly Brands**

 **The Awareness Circle Workshop within the scope of the Ecollectiv project launched by Yeşim Group and Uludağ Soroptimist Club was also deemed worthy of an awareness award in the category of Women Entrepreneurs and Women's Empowerment by the Women Friendly Brands Platform. The project stakeholders received the award together at the award ceremony held at İş Sanat in Istanbul recently.**