**10.06.2024**

**Yeşim's vision of collaboration

Yeşim Group organized the second session of the NGO and Private Sector Representatives Collaboration Platform.**

Yeşim Group organized the second session of the workshop “How can NGOs and Private Sector Representatives Develop a Collaboration Platform?”, the first of which was held in September, at Bursa LÖDER Rahime Gazioğlu Patient Guest House.

The workshop titled “Social Responsibility: Is it an Image? An Ideal to Change the World?” moderated by Prof. Dr. Rüyam Küçüksüleymanoğlu, was attended by representatives of important organizations such as Bursa Businesswomen and Executives Association (BUİKAD), Orhan Holding, Marsala Tekstil (Textile), Eker Dairy Products, Uzay Patisserie, Turkish Education Foundation (TEV), Turkish Foundation for Combating Soil Erosion (TEMA), Contemporary Education Cooperative (ÇEK), Bursa Association for Helping Children with Leukemia (Bursa LÖDER), Uludağ Soroptimist Club, Mor Salkım Women's Solidarity Association and Bursa Karapınar Women's Initiative Production and Business Cooperative.

Özgür İde Acarbabacan, Vice Chairperson of Bursa LÖDER, talked about the activities of LÖDER at the opening of the workshop, which started with a tour of the guesthouse, and stated that they were delighted to host the second session of such an organization.

Yeşim Group Corporate Communications Director Dilek Cesur stated that as Yeşim Group, they have carried out many projects in the fields of sustainability and social responsibility and said, “As Yeşim Group, we continue to take important steps in the fields of sustainability and social responsibility. In the second session of this workshop, which we organized for the first time, we saw that there are many areas where the private sector and NGOs can work together to provide greater benefit to society. Thanks to this platform, we aim to develop stronger and more sustainable projects by increasing collaboration opportunities.”

Reminding that we all have responsibilities for a sustainable future, Cesur said, “As Yeşim Group, we attach great importance to establishing long-term relationships with the non-governmental organizations we collaborate with. We always make sure that the projects we carry out with non-governmental organizations are permanent and sustainable. Continuity and stability are very important for us in this regard. At the same time, we continue to develop new projects in order to increase the positive impact of such collaborations on society; we are working with determination to maximize social benefit and achieve our sustainability goals."

Pointing out that private sector and NGO cooperation provides serious benefits to society, Prof. Dr. Rüyam Küçüksüleymanoğlu said, "The cooperation of the private sector and NGOs is of critical importance to increase the benefit provided to society. Such platforms play an important role in producing solutions and creating social benefit."

At the end of the workshop, where participants sought answers to important questions about the collaboration between NGOs and the private sector and exchanged ideas, various decisions were taken on issues such as the establishment of a common platform, providing trainings to NGOs on issues to increase the effectiveness of the work carried out by the private sector, making partnerships more visible, in which areas corporate social responsibility activities can be more effective in Bursa, and resource development.