**27.09.2024**

**Investment in the future from Yeşim Group**

**Within the scope of the “Sustainability Month” events organized every year in September, Yeşim Group organized workshops in cooperation with TEMA Foundation to raise zero waste awareness among children.**

Celebrated every year in September as part of “Sustainability Month” activities, Yeşim Group aims to raise zero waste awareness among children through workshops organized in cooperation with TEMA Foundation. These activities, which aim to instill environmental awareness at an early age, emphasize Yeşim Group's commitment to sustainability and its goal of keeping the value of “Our Priority is Sustainability” alive.

In the framework of the activities organized for the 4th time this year, zero waste workshops were first held for the 6-year-old group at Yeşim Kindergarten and then for 4th grade students at Karapınar Şehit Samet Çaldır Primary School.

In the workshops, children were informed about the effects of waste on the environment and the importance of recycling for the future of the world. These activities, which aim to raise environmental awareness from an early age, once again demonstrated Yeşim Group's stance on sustainability and environmental responsibility.

TEMA Foundation Bursa Provincial Representative Şaban Uçar said the following about the event: “We believe that instilling environmental awareness in children from an early age is of great importance. With this zero waste workshop we organized with Yeşim Group, we raised the environmental awareness of our children, who are the guarantee of our future, and informed them about waste management, protection of nature and prevention of waste. This workshop is an important step in instilling a love of nature in children. We are full of hope for a greener future with such projects and we wish our cooperation to continue.”

At the end of the event, the participants were served cake and fruit juice and had fun moments with Mickey Mouse and Minnie Mouse mascots and music. Children had a day of both learning and fun.

These zero waste workshops, organized by Yeşim Group in partnership with TEMA Foundation, are considered as an important step towards the goal of leaving a more livable world to future generations as well as raising environmental awareness in children. With its vision of sustainability, Yeşim Group will continue to support environmentally friendly projects.