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**Strong emphasis on gender equality by Yeşim Group**

**Yeşim Group, which aims to increase women's participation in economic life and raise social awareness, once again demonstrated its determination in this field with a well-attended seminar organized in cooperation with the COS brand and the YANINDAYIZ Association as part of the “International Day for the Elimination of Violence against Women” on November 25.**

In cooperation with COS brand and Yanındadayız Association; Yeşim Group, a pioneer in the sector with its efforts in the field of gender equality, organized a comprehensive event with the theme “Contribution to Social Transformation: Harassment and Violence Awareness”, attended by approximately 120 people. Trainer Olcayto Ezgin, who works extensively in the field of gender equality, was the guest of the event organized to raise awareness on this issue. In the seminar attended by Yeşim Group employees as well as stakeholders and representatives of supplier companies, Ezgin shared his knowledge and experiences with the participants.

Making the opening speech of the event, Dilek Cesur, Corporate Communications Director of Yeşim Group, stated that they adopt gender equality as one of the core values of Yeşim Group and that they organize events every year to raise awareness within the scope of “November 25th International Day for the Elimination of Violence against Women”. Cesur said, “As Yeşim Group, we are working to raise awareness not only within our own organization but also among our suppliers and business partners as well as the public. Today's seminar is a concrete indicator of our determination and cooperation approach in this field.”

In his speech, Trainer Olcayto Ezgin stated that the struggle for gender equality is a problem that not only Türkiye but the whole world is facing and emphasized the importance of raising awareness on this issue and seeking solutions. Ezgin said, “Gender inequality is a universal problem that not only individuals but also institutions should take an active role in solving. Equality is not a goal; it is a continuous effort and can only be achieved if we act together. Yeşim Group's pioneering approach in this field is one of the best examples of this process.”

Yeşim Group, which has been carrying out the “Equality at Home and Work” project since 2016 in cooperation with Mor Salkım Women's Solidarity Association, promotes gender equality in the workplace within the scope of the project and stands by its employees in this regard through the mechanisms established within the organization that stand against violence against women.

Yeşim Group is also one of the founding members of the “Business Against Domestic Violence (BADV)”, which is carried out with the support of TÜSİAD, United Nations Population Fund (UNFPA) and Sabancı Foundation, and leads the efforts in Türkiye on this issue.