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**Yeşim Group continues to strengthen its collaborations towards “Sustainable Development Goals”**

**Organized under the leadership of Yeşim Group and hosted by SEGER, the workshop titled “Global Goals Journey of Companies: Right Objective, Right Partner”, private sector and civil society representatives came together for Sustainable Development Goals.**

Yeşim Group, which continues its efforts towards sustainable development goals with determination, has added a new one to the series of workshops that bring together the private sector and non-governmental organizations. Organized under the coordination of Yeşim Group since last year, the workshops titled “How can NGOs and Private Sector Representatives Develop a Platform for Cooperation?” and “Social Responsibility: Is It An Image? An Ideal to Change the World?” were held on Friday, December 13, hosted by SEGER. At the workshop titled “Global Goals Journey of Companies: Right Objective, Right Partner”, moderated by Prof. Dr. Rüyam Küçüksüleymanoğlu from Uludağ University, focused on the harmonization of corporate social responsibility strategies with Sustainable Development Goals.

In the opening speech of the workshop, Yeşim Group Corporate Communications Director Dilek Cesur stated that they aim to bring together the private sector and non-governmental organizations to develop stronger projects in the field of social responsibility and to align these projects with Sustainable Development Goals. Dilek Cesur said, “In this third meeting, we had the opportunity to once again emphasize the positive effects that cooperation between the private sector and non-governmental organizations will create for society while sharing our steps on our sustainability journey. We believe that acting together will contribute more to society by setting goals for the needs of society and establishing the right partnerships.

Following the opening speech, SEGER General Manager Mine Tuna and Corporate Communications and Sustainability Manager Eren Jale Yörükoğlu shared their projects for sustainable development goals with the participants.

At the workshop, where the role of setting the right goals and establishing the right partnerships in increasing the contribution of the business world and non-governmental organizations to society was discussed, participants shared their projects carried out in the field of sustainability and social responsibility and evaluated cooperation opportunities in this field.

Yeşim Group, which aims to build a bridge between the private sector and non-governmental organizations with the workshops it organizes in line with sustainable development goals, aims to raise awareness in the business world, and strengthen the cooperation of sector representatives with the steps it takes on its sustainable development journey.