**Bursa Platform for Women's Empowerment members came together hosted by Yeşilova Holding**

Bursa Platform for Women's Empowerment, which continues its activities under the coordination of BUSİAD, BUİKAD and Yeşim Group under the UN Global Compact Türkiye and with the support of KalDer in order to carry the studies on gender equality and women's empowerment and to position Bursa as an exemplary province in the business world in this regard, came together at the HOSAB Campus of Yeşilova Holding this month within the scope of member visits.

Within the scope of the visit, projects and good practices carried out to empower the role of women in the business world were discussed. Yasemin, Yeşilova Holding Board Member, delivered a speech at the opening of the program and underlined the importance that Yeşilova Group attaches to the role of women in business life and stressed that they are ready to fulfil all their responsibilities in this regard.

Following this, Görkem Topal, Corporate Communications Manager at Yeşilova Holding, introduced the activities of the Group. Following the meeting, Eda Çetintaş, Sustainability Manager of Yeşilova Holding, explained Yeşilova's sustainability efforts and the ‘Balance at Work Project’, which was initiated to raise awareness on gender equality within this framework.

Çetintaş stated that the main objective of the project is to support women's employment in the workplace and create an inclusive working environment. In this context, she stated that steps were taken to develop awareness trainings, good practices and egalitarian human resources policies.

Emphasising that Yeşilova is a member of the ‘Women's Empowerment Principles (WEPs)’, Çetintaş stated that these principles are guiding the company. Çetintaş also indicated that Yeşilova participates in the ‘Business Against Domestic Violence (BADV) Project’ conducted by Sabancı University-TÜSİAD and UNFPA to raise awareness and create support mechanisms against domestic violence in the workplace.

In addition, she stated that the company's selection to the UN Women Turning Promises Into Action WEPs Project has made significant contributions to the development process in the field of gender equality. She emphasised that the knowledge and experiences gained in this process are guiding Yeşilova to further improve its policies and practices.

Speaking at the meeting, Yeşim Group Corporate Communications Director Dilek Cesur, one of the platform coordinators, stated that they were delighted to see the work carried out on site.

**About Bursa Platform for Women’s Empowerment**

Bursa Platform for Women's Empowerment was established in 2016 under the coordination of BUSIAD, BUIKAD and Yeşim Group with the support of KalDer in order to make Bursa a pioneering city in gender equality and women's empowerment.

Operating under the UN Global Compact Türkiye, the platform develops collaborations with 41 WEPs (Women's Empowerment Principles) signatory companies from different sectors. The platform carries out activities to support learning processes between companies, raise awareness on gender equality and develop common policies against domestic violence.