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**‘People First in Different Geographies’ project flourishes in Egypt**

**Within the scope of the ‘People First in Every Geography’ project carried out simultaneously in Turkey and Egypt by Yeşim Group in cooperation with the Bursa Foundation for Contemporary Education and Culture (ÇEKVAK), a face-to-face meeting was held with the students of the 10th Ramadan High School for the first time at the launch meeting held in Cairo.**

The ‘People First in Different Geographies’ project, carried out simultaneously in Türkiye and Egypt in cooperation with Yeşim Group and Bursa Foundation for Contemporary Education and Culture (ÇEKVAK), continues to raise awareness among young people on volunteering, active citizenship and sustainable development goals. the scope of the project, which is carried out face-to-face with university and high school students in Bursa and online in Egypt, Egyptian high school students came together physically for the first time. Students of the 10th Ramadan High School were hosted at the Jade Textile factory in Cairo within the framework of the project, which was implemented in line with the understanding of volunteerism and benevolence of the late Şükrü Şankaya, one of the founders of Yeşim Group. Yeşim Group CEO Şenol Şankaya, Jade Textile Cairo General Manager Mohamed Sameh, Corporate Communications Director Dilek Cesur, Jade Textile Corporate Communications Country Manager Moataz Abu Bakr and ÇEKVAK Project Manager and Bursa Uludağ University Faculty of Education Academic Member Prof. Dr. Rüyam Küçüksüleymanoğlu attended the meeting.

Expressing his feelings about the project, Şenol Şankaya, CEO of Yeşim Group, said, ‘It is a source of great pride for us that this project, which we started five years ago in line with the value my late father, the late Şükrü Şankaya, placed on education and the “People First” understanding, has spread beyond the borders of Türkiye to Egypt, where we operate. One of the most valuable achievements of this journey is to cultivate the ‘People First’ understanding in different geographies and to make this principle sustainable. We will continue to add value to the future with our education and people-oriented approach.’

On the first day of the four-day visit, ÇEKVAK Project Manager and Bursa Uludağ University Faculty of Education Academic Member Prof. Dr. Rüyam Küçüksüleymanoğlu, project coordinators and school management met with the students and shared information.

On the second day, the students were given theoretical lessons at the school and volunteering, social responsibility and sustainable development issues were discussed. Then, the students went to Jade Textile Ismailia factory for field work and met with the little kids in Jade Kindergarten. Students who played games with the little kids in the kindergarten had the opportunity to put their theoretical knowledge into practice by carrying out handicraft activities. Jade Textile Ismailia General Manager Farhan Ifram introduced Jade Textile to the students and shared information to raise awareness about the sector.

On the third day of the meeting, students received theoretical training on basic concepts such as pluralism, democracy, participation and human rights, and then experienced the practical importance of volunteering by preparing aid packages at the Egyptian Food Bank.

After the theoretical training on the fourth and last day, the students visited an orphanage and produced toys with colourful felts and unused fabrics, which were presented to the children in the orphanage. With this visit, Yeşim Group and ÇEKVAK delegation strengthened their cooperation by establishing direct contact with the students.

**About the People First in Different Geographies Project:**

The project, which was launched by Yeşim Group in Bursa five years ago, has been carried out through Bursa Contemporary Education and Culture Foundation (ÇEKVAK) for the last two years. The ‘People First in Different Geographies’ project, which continues bilingually in two different countries this year, has started to be implemented in Egypt with the inclusion of Bursa OIB Automotive High School and Uludağ University, as well as 10th Ramadan High School as an international stakeholder. The project, which will continue for one academic year, aims to raise students' awareness on volunteerism, active citizenship and “United Nations Sustainable Development Goals”. Students participating in the project will be entitled to receive a certificate at the end of the academic year.