**Yeşim Group Supports Inclusive Life**

**Yeşim Group contributed to the culture of inclusive living with a special interview organized for the Disability Week within the scope of the “Affection Support to Life” project, which was implemented to ensure work-life balance with the philosophy of “People First”.**

Yeşim Group hosted an awareness talk in cooperation with the Osmangazi City Council Disabled Assembly during the May 10-16 Disability Week, within the scope of the “Affection Support to Life” project carried out to ensure the work-life balance of its employees within the framework of the “People First” approach. The program titled “Awareness in Disability Communication and Inspiring People with Disabilitie” was held at Yeşim Academy.

Making the opening speech of the conversation, Yeşim Group Dilek Cesur, Corporate Communications Director, emphasized that as a company, they act with the belief that every individual has the right to an equal and dignified life and made the following statements: “We attach great importance to supporting individuals with disabilities, who are an integral part of working life and social life, from a rights-based perspective. This interview we organized in this direction is not only an event, but also a reflection of the inclusiveness and awareness in our corporate culture. With this program, which we organized with the support of a sign language interpreter for our hearing-impaired employees, we aimed to increase social awareness on disability and to think together about the right ways of communication.”

Orhan Koca, President of the Disabled Assembly of Osmangazi City Council, stated that the concept of disability in society has transformed over time and emphasized the importance of expanding inclusive policies. Koca, who also talked about the activities and future goals of the Disabled Assembly, said the following: “As the Assembly of Persons with Disabilities, our aim is to ensure that individuals with disabilities are more involved in social, cultural and economic life. We continue to contribute to this transformation with our workshops, awareness activities and projects. We appreciate Yeşim Group's inclusive approach.”

Sociologist Sevda Ortan, who made a presentation at the interview, started from the definition of the concept of disability and comprehensively touched upon the rights of disabled individuals in business and social life and what needs to be done to protect and improve these rights. Emphasizing the issues to be considered in communication with disabled individuals, Ortan reminded the importance of language and body language. Ortan, who also included the success stories of inspiring disabled individuals in her presentation, stated the following: “From Stephen Hawking to Helen Keller, many people have achieved success with their disabilities. Their stories show us what is possible with the right support and an inclusive approach.

Participants were also informed about Paralympic sports, access to sports for people with disabilities and examples of success in this field. The event ended with the hope of getting one step closer to the dream of an equal and accessible life for all individuals.