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**First Step Taken Towards a Social Responsibility Platform in Bursa**

**Under the leadership of Yeşim Group, moderated by Prof. Dr. Rüyam Küçüksüleymanoğlu from Uludağ University Faculty of Education, and hosted by LÖSEV (The Foundation for Children with Leukemia), a workshop titled “The First Step Towards the Bursa Social Responsibility Platform” marked the initial move towards establishing an exemplary social responsibility platform that will unite the forces of the private sector and civil society in Bursa.**

The fourth in a series of workshops, coordinated by Yeşim Group over the past two years and moderated by Prof. Dr. Rüyam Küçüksüleymanoğlu, aimed to enhance collaboration between the private sector and civil society organizations, took place on Friday, June 20, hosted by LÖSEV. Previous sessions were held under the themes “How Can NGOs and Private Sector Representatives Develop a Cooperation Platform?”, “Social Responsibility: Image or an Ideal to Change the World?”, and “The Corporate Journey Towards Global Goals: The Right Target, The Right Partner.” This latest session continued under the theme “The First Step Towards the Bursa Social Responsibility Platform.” Moderated once again by Prof. Dr. Rüyam Küçüksüleymanoğlu, the workshop focused on discussing concrete steps towards creating a sustainable social responsibility platform in the city.

Opening the event, Aslı Metin Sakarya, LÖSEV Bursa Provincial Coordinator, shared insights into the projects carried out by LÖSEV. Highlighting the significance of the recently established Children’s Science and Nature Village Institute in Bursa, she stated that “At LÖSEV, we see supporting the physical, mental, and social development of our children as one of our foremost responsibilities. Our Children’s Science and Nature Village Institute in Bursa is part of this vision, offering nature-integrated, science-based, and free learning environments. We are truly pleased to host this meeting today, which will pave the way for stronger collaborations in the field of social responsibility.”

Expressing their satisfaction in hosting the fourth workshop in this series, Dilek Cesur, Corporate Communications Director of Yeşim Group, said that “Through these gatherings, we aim to bring together private sector representatives and civil society organizations to foster a culture of collective wisdom and collaboration, thereby laying the foundations for high-impact social projects. In line with our philosophy of ‘People First,’ we remain committed to developing sustainable, lasting, and effective solutions driven by respect for human dignity, environmental sensitivity, and a focus on societal benefit through volunteer-based initiatives. We take great pride in walking this journey side by side with civil society organizations and contributing to transformation together.”

One of the most significant and exciting outcomes of the workshop was the strong shared commitment to establishing a new social responsibility platform in Bursa, designed as a permanent collaborative framework for the private sector and civil society. Shaped in line with Goal 17th of the Sustainable Development Goals which is named “Partnerships for the Goals,” the platform aims to foster collaboration between civil society organizations and the private sector, steering innovative projects that enhance social benefit. The initial steps regarding the platform’s name and areas of focus have already been taken, and the framework is set to be finalized during the next gathering scheduled for September.