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**“Young Stars” Support Yeşim Group’s Ecollectiv Project**

**Meaningful support came from young people to the Ecollectiv project carried out by Yeşim Group in cooperation with Uludağ Soroptimist Club at Karapınar Women's Education and Entrepreneurship Center with the slogan “Every stitch is a life, every life is a value!”.**

The Ecollectiv project, which aims to contribute to women's empowerment, sustainable development and circular economy, continues to meet young generations. This time, the Ecollectiv project, which was implemented by Yeşim Group in cooperation with Uludağ Soroptimist Club and Karapınar Women's Cooperative and awarded the awareness award in the category of “Women Entrepreneurs and Women's Empowerment” by the Women-Friendly Brands Platform, hosted a meaningful organization where young people gained field experience.

The “Young Stars” group participating in the “Camp Future Stars” organized in Bursa Uludağ was hosted at Yeşim Academy operating within Yeşim Group to carry out a field study focused on social responsibility. Approximately 20 students from different regions of Türkiye and the world participated in the field study of the Ecollectiv project, which is based on sustainable development goals. Within the scope of the program, students had the opportunity to observe and practically experience the sustainable production approach on site. The young people, who separated Yeşim Group's production surplus trimmings and strips according to their colors and made them ready for production, became a part of the circular economy and contributed to the project that supports women's employment.

Speaking at the opening of the field study, which enables young people to take an active role in socially beneficial projects, Yeşim Group Corporate Communications Director Dilek Cesur shared Yeşim Group's approach to sustainability and social responsibility with the students. Emine Enginçayır Kök, President of Karapınar Women's Education and Entrepreneurship Center, gave information about the activities of the center and expressed her satisfaction with the contribution of students to this process. At the end of the program, Ecollectiv branded handmade bags were presented to the students, making this meaningful meeting unforgettable.

In the scope of the Ecollectiv project, women from Karapınar use Yeşim Group's textile wastes to produce handcrafted products such as bags, baskets, pillows, bracelets and key chains. Women, who are economically empowered with the income from the sale of these products, also play an important role in supporting environmental sustainability by contributing to the recycling of waste.